Saskatchewan

Saskatchewan
Executive
Council

Communications
Coordination
Unit

130 Walter Scott Building
3085 Albert Street
Regina, Canada
S4S 0B1

Government of Saskatchewan

Public Opinion Polling and Market Research

from October 1, 2001 – December 31, 2001

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Government of Saskatchewan

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Executive Council

Date: November, 2001

Supplier: Fast Consulting
Saskatoon

Cost: $22,500.00

NOTE: Seven budget-related questions are being withheld at this time and will be released with a quarterly release post-Budget.

Omnibus
Provincial Public Opinion Survey

Prepared for:

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November 2001

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EXECUTIVE SUMMARY

- Federal issues that Saskatchewan residents tend to be most concerned with include health care, the economy, jobs and unemployment and international issues.
- Provincial issues that Saskatchewan residents tend to be most concerned with include health care, agriculture, jobs and unemployment and the provincial economy.
- The majority of residents approve of the way the provincial government is handling the environment, education and the policing of communities.
- Few Saskatchewan residents are aware of the Saskatchewan Opportunities Corporation (SOCO), Innovation Place or Regina Research Park.
- The majority of residents approve of SOCO's mandate to invest in businesses and to operate research parks in order to contribute to economic development and support job creation.
- The majority of residents think the number of people in Saskatchewan receiving welfare has been increasing over the past four years.
- More than one third of Saskatchewan residents are satisfied with the overall provincial highway system and the majority rate provincial highway repaving, accelerated twinning and rural highway rebuilding as important. The majority of residents feel safe when they are driving on Saskatchewan highways.
- More than three quarters of residents think the education system in Saskatchewan is the same or better than that of the rest of the country.
- The large majority of residents think Saskatchewan's education system is doing an adequate or better job in using new technology to enhance learning opportunities for students.
- More than three quarters of Saskatchewan residents think the quality of elementary and secondary education in Saskatchewan is adequate or better.
- Three quarters of residents think the post-secondary education and training system in Saskatchewan does an adequate or better job at meeting their needs for information about its programs and services.
- Approximately one half of residents think the most important issue facing the post-secondary education and training system in Saskatchewan today is the cost of training. Benefits associated with post-secondary education training include better jobs, an educated workforce and personal benefit or growth.
- Approximately one half of Saskatchewan residents approve of the way the government is handling the province's finances.
- One half of residents think Saskatchewan's sale tax is about average in Canada.

- The large majority of residents support the provincial government's decision in its recent budget to lower income taxes for small business from 8% to 6%.
- The majority of residents think Saskatchewan is heading in the right direction where taxes are concerned.
- The majority of Saskatchewan residents think the provincial government should focus on making sure core public services like health and education and infrastructure like roads, water and sewer are maintained while holding the line on taxes and other services.
- More than one third of residents think the province should not run a deficit for any reason.

METHODOLOGY

Fast Consulting was retained by the Government of Saskatchewan to conduct the November 2001 public opinion survey with a representative sample of the Saskatchewan population. The November Omnibus Survey contains questions designed to explore public opinion in the areas of:

- federal issues of importance to Saskatchewan residents;
- provincial issues of importance to Saskatchewan residents;
- Saskatchewan Opportunities Corporation;
- social services;
- highways and transportation;
- education;
- post-secondary education and skills training; and
- finance.

Questions for the survey were provided by Saskatchewan Executive Council and assembled into an interview format by Fast Consulting. The questionnaire was pre-tested to ensure that all of the questions being asked in the interview were understood by the general public and the information being gathered addressed the public opinion research objectives.

The sample frame for this public opinion research survey was constructed to obtain complete interviews from a random sample of 1,000 households throughout Saskatchewan. To ensure proportionate representation from all areas of Saskatchewan, the province was divided into nine geographic sampling districts. Interview respondents were selected randomly from Saskatchewan telephone directories in each region using standard polling practices to ensure random selection of households and respondents. The sampling frame was also constructed to ensure proportionate representation of other important demographic characteristics evident within the provincial population such as gender, age, occupation, level of education and level of household income. This ensures that the opinions of all the various types of people who reside in Saskatchewan are proportionately represented in the statistical measurements documented in this report.

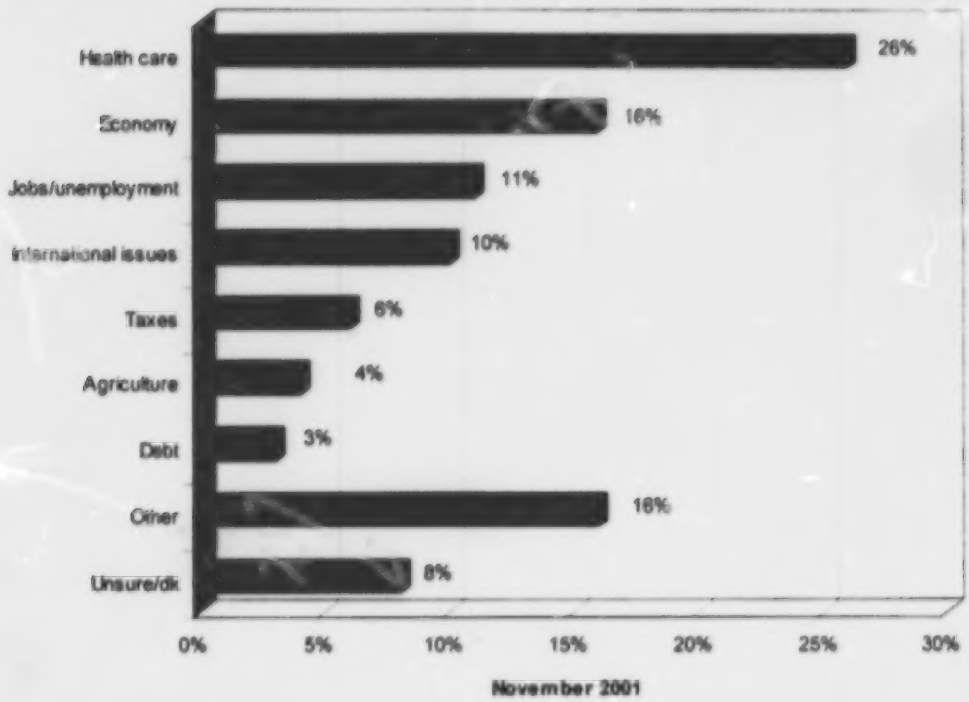
One thousand residents of the province were interviewed between Monday, November 12 and Tuesday, November 27, 2001. Interviews were conducted by telephone at times that were appropriate and convenient for respondents - weekdays between the hours of 5:00 p.m. and 9:00 p.m. and weekends between the hours of 11:00 a.m. and 3:00 p.m. All interviews were conducted by Fast Consulting's in-house public opinion interviewers using our *Computer Aided Telephone Interviewing* (CATI) call centre.

The Omnibus survey sample size of 1,000 people yields public opinion measurements with a statistical level of confidence of 95 percent within an overall margin of error of plus or minus 3.1 percentage points: reliable results with low variability. Frequency charts for all public opinion issues are illustrated in this report.

Fast Consulting designed and implemented programs to facilitate the statistical analysis of data using the industry standard SPSS computer program (Statistical Package for Social Sciences). Data checking procedures were utilized at all times to ensure accuracy of the data. In addition, statistical tests were conducted on the demographics to check for reliability and validity of the survey data.

1.0 GENERAL ISSUES

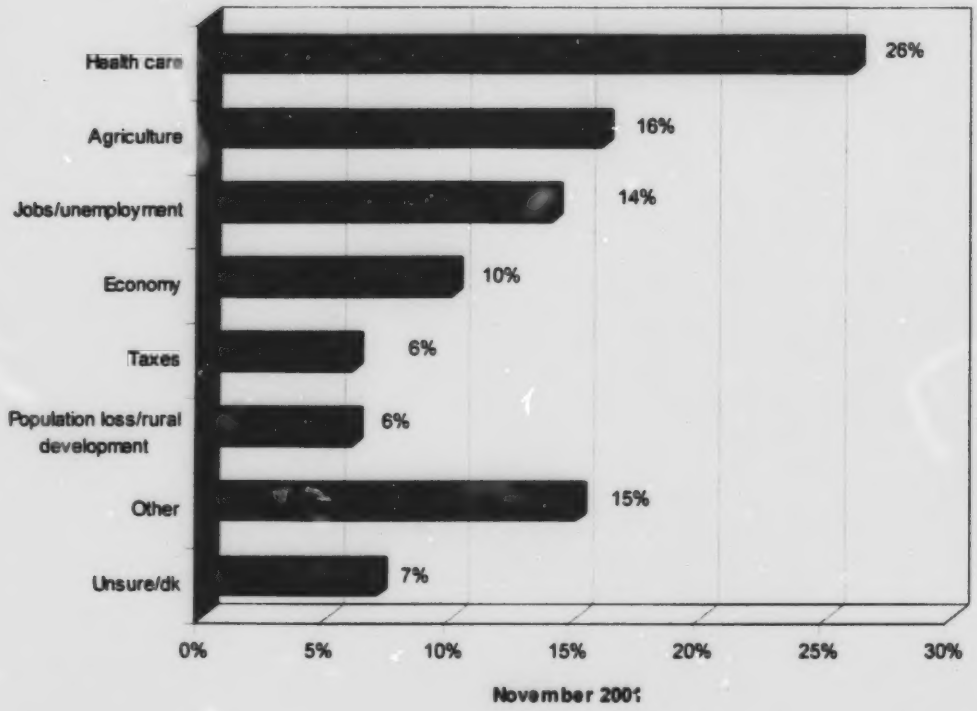
Question 1. What do you think is the most important issue facing Canada today?



- According to 26% of Saskatchewan residents, the most important issue facing Canada today is the health care system. Other important issues include the economy (16%), jobs and unemployment (11%), international issues (10%), federal taxes (6%), agriculture (4%) and the national deficit and accumulated debt (3%).

- Approximately 16% of respondents are primarily concerned with 'other' issues such as the federal government in general (4%), education (2%), crime and poverty (2%) and national unity (1%).

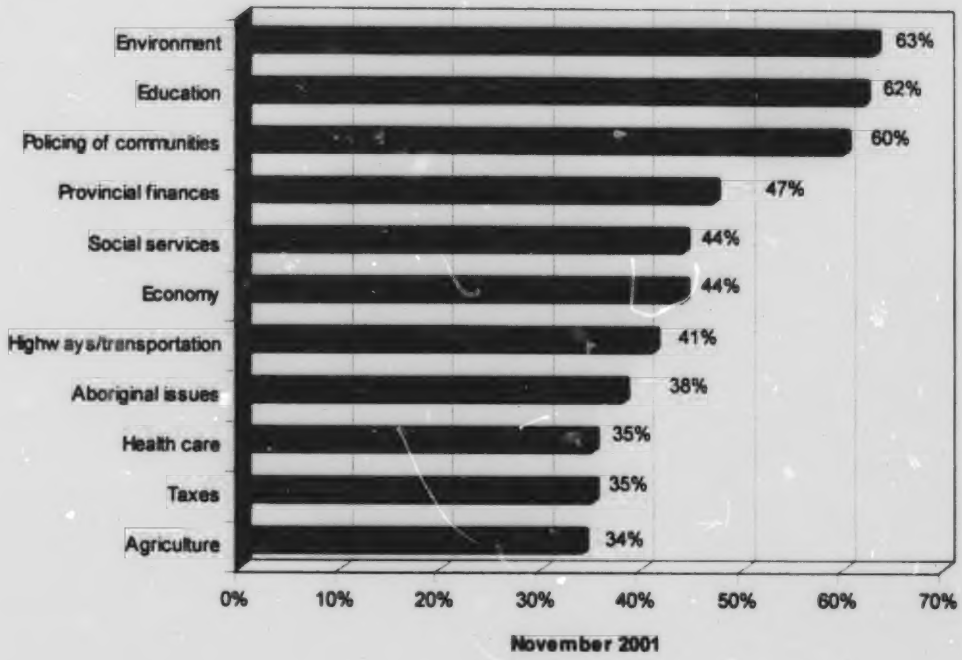
Question 2. What do you think is the most important issue facing the province of Saskatchewan today?



- The most important issue facing the province today, according to 26% of Saskatchewan residents, is health care. Approximately 16% of residents are concerned primarily with agriculture, 14% with jobs and unemployment, 10% with the provincial economy, 6% with provincial taxes and another 6% are concerned with population loss and rural development.

- Included among 'other' important issues identified by 15% of respondents are the provincial government in general (3%), the provincial debt (2%), Native issues (2%), education (2%), crime and poverty (1%) and the environment (1%).

Question 3. How much do you approve of the way the provincial government is handling the following...

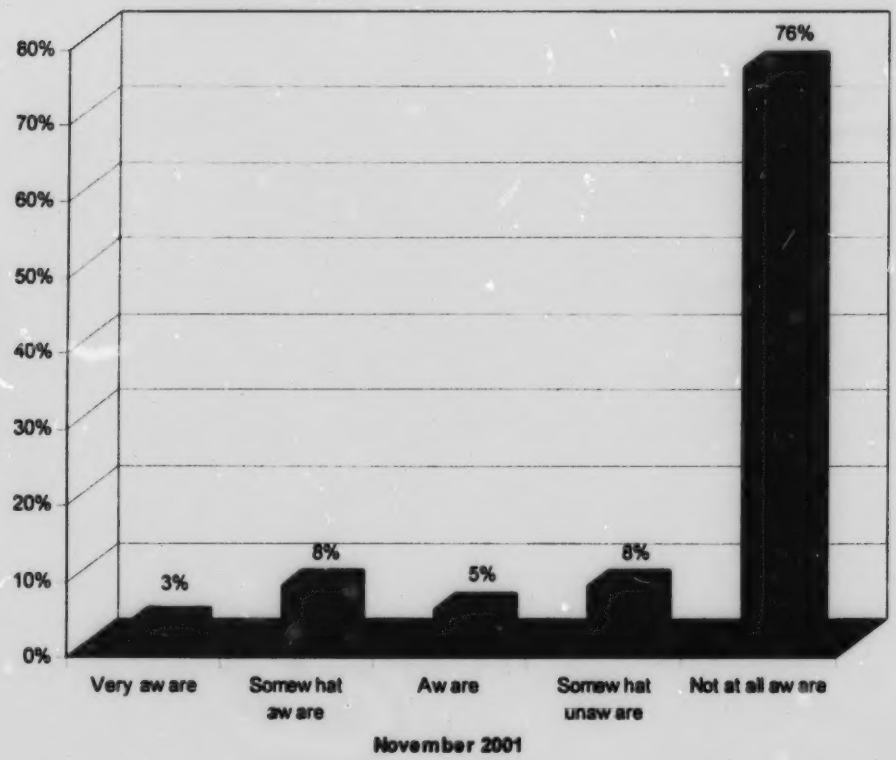


Note: the above chart combines strongly and moderately approve to give a combined approval rating.

- The majority of Saskatchewan residents approve of the way the provincial government is handling the environment (63%), education (62%) and the policing of communities (60%).
- More than one third approve of the way the provincial government is handling provincial finances (47%), social services (44%), the economy (44%), highways and transportation (41%), Aboriginal issues (38%), health care (35%), taxes (35%) and agriculture (34%).

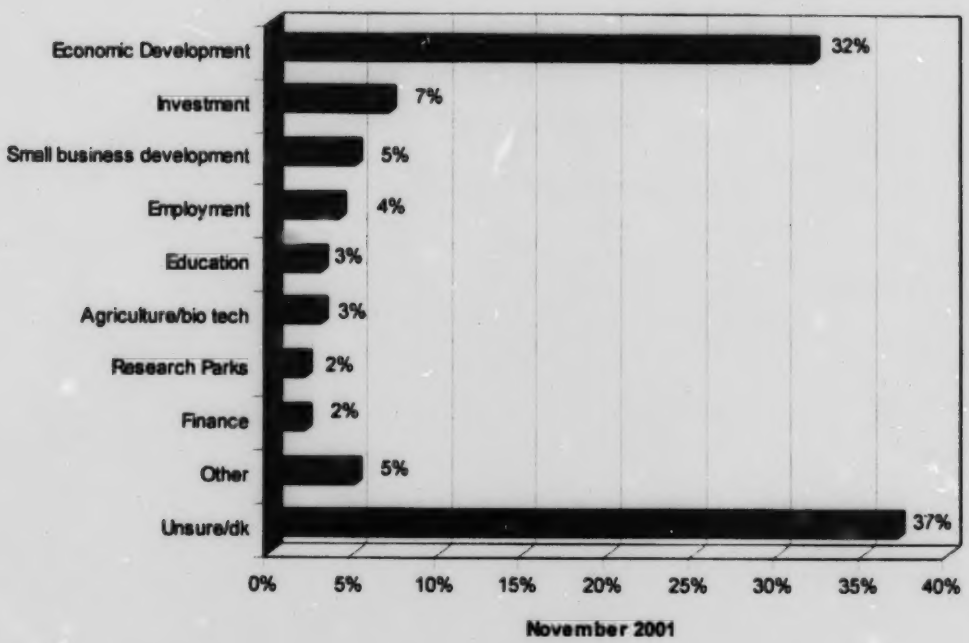
2.0 SASKATCHEWAN OPPORTUNITIES CORPORATION

Question 4. How aware are you of the Saskatchewan Opportunities Corporation, also called SOCO?



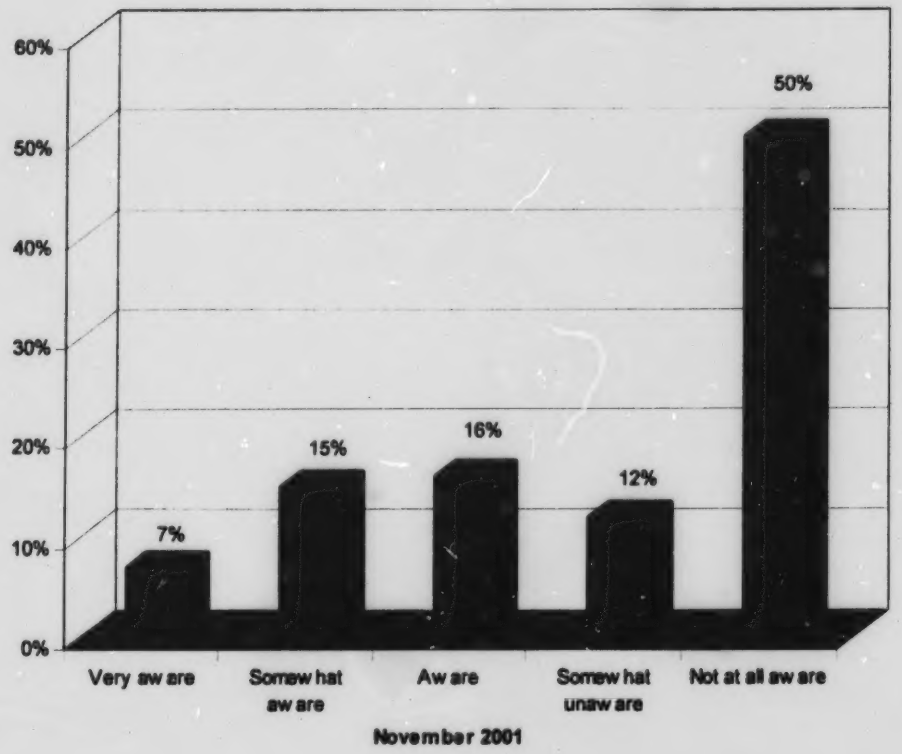
- Three quarters (76%) of residents are not aware of the Saskatchewan Opportunities Corporation.

Question 5. What business would you say SOCO is in?



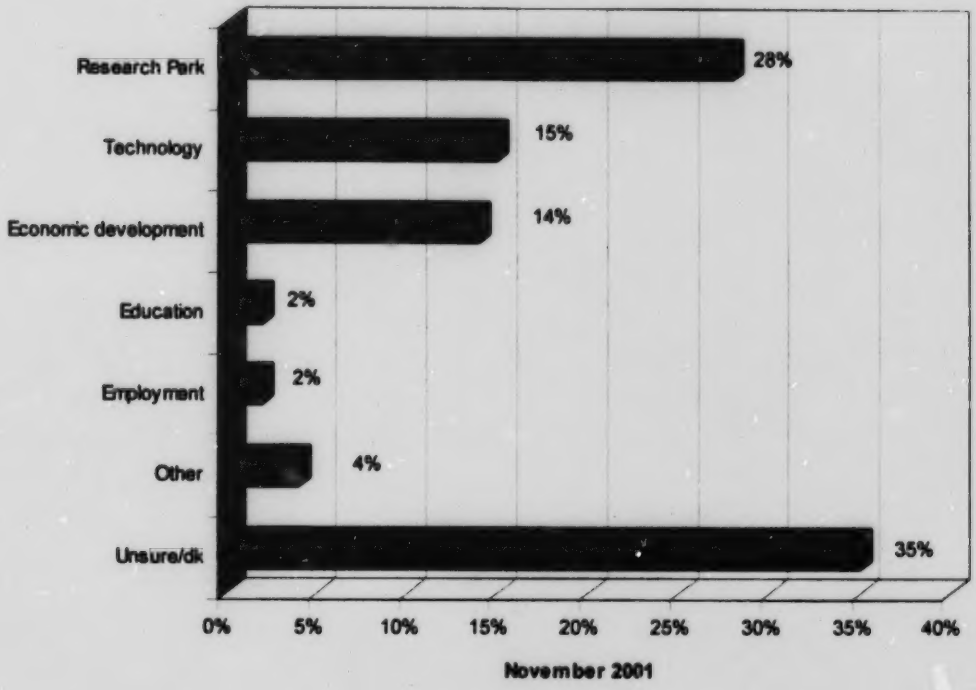
- More than one quarter (32%) of those residents who are aware of SOCO think the organization is involved in economic development (5% of all respondents), 7% think SOCO is involved in investments (1% of all respondents) and 5% think SOCO is involved small business development (1% of all respondents).

Question 6. How aware are you of Innovation Place in Saskatoon?



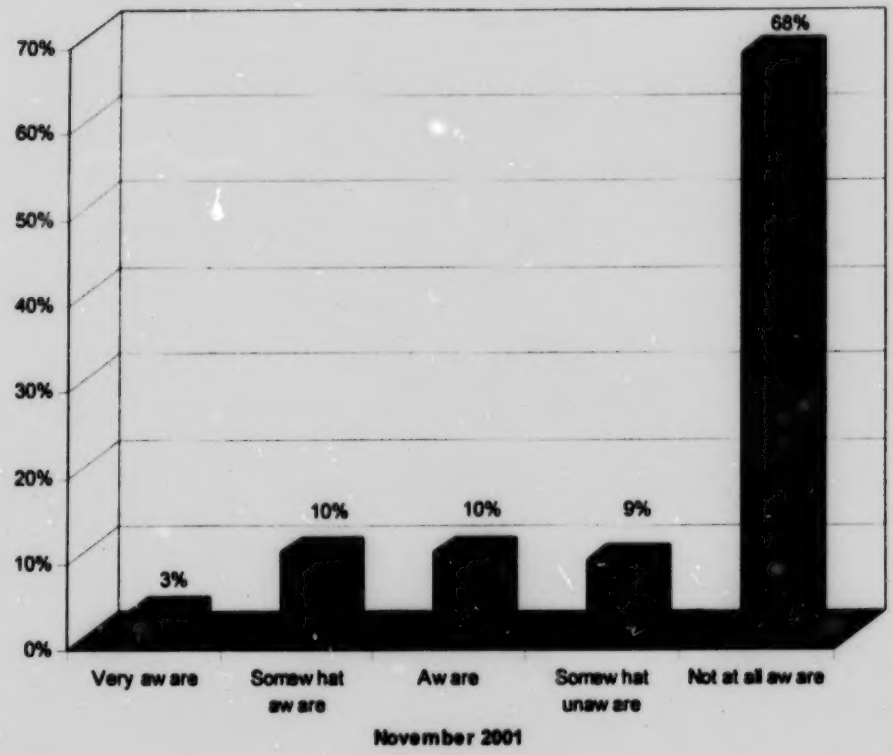
- Although one half (50%) of residents are not aware of Innovation Place in Saskatoon, almost one quarter (22%) of the population are at least somewhat aware of it.

Question 7. What would you say its purpose is?



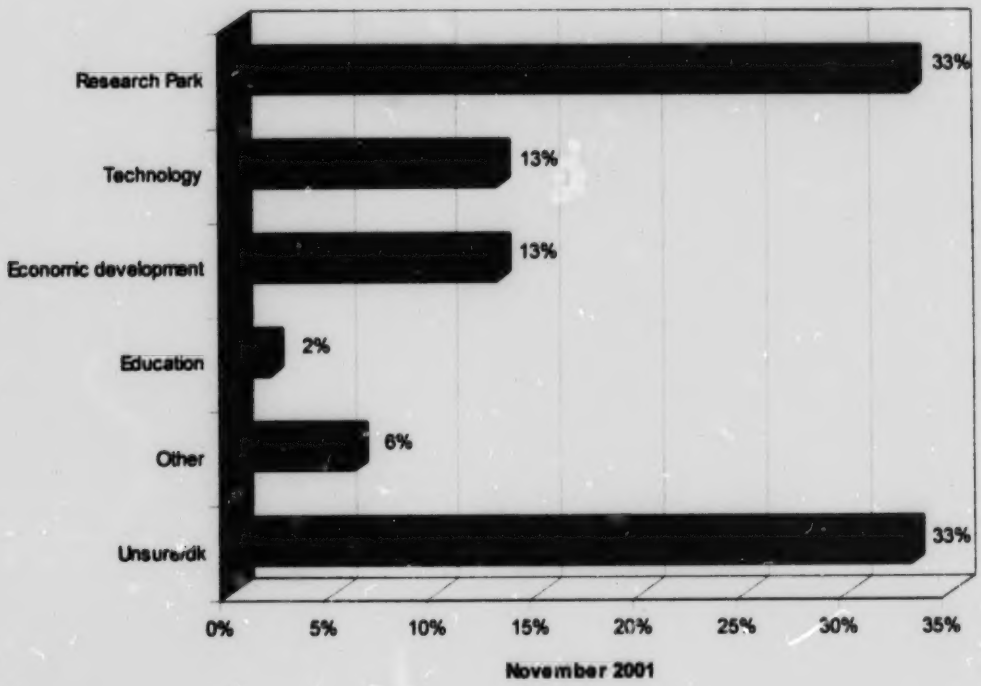
- More than one quarter (28%) of those residents who are aware of Innovation Place think it is a research park (11% of all respondents), 15% think its purpose is technology (6% of all respondents) and 14% think Innovation Place's purpose is economic development (6% of all respondents).

Question 8. How aware are you of the Regina Research Park?



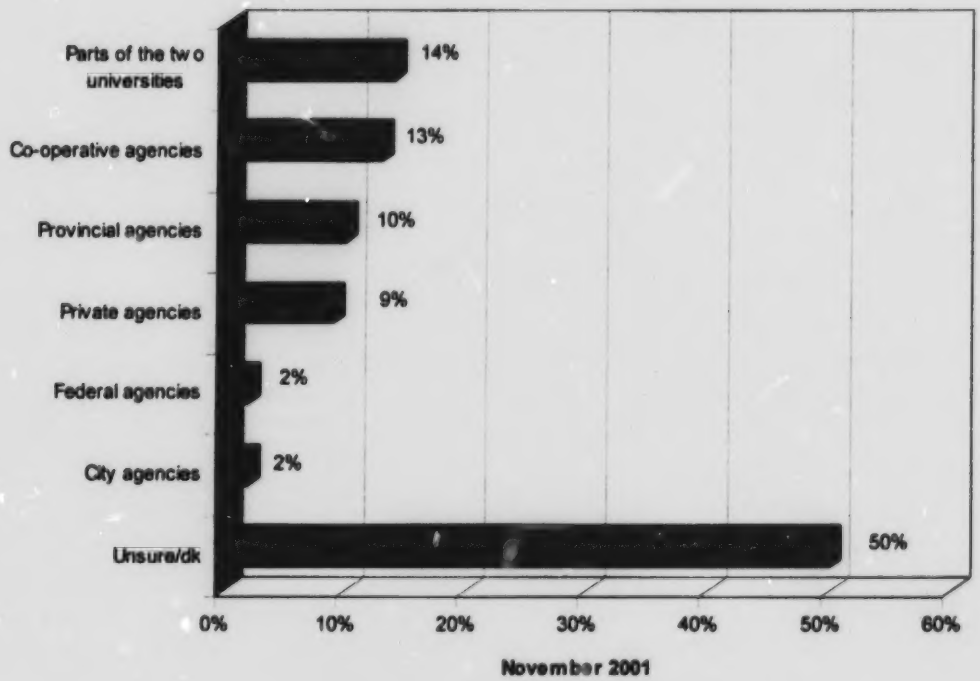
- More than two thirds (68%) of Saskatchewan residents are not at all aware of Regina Research Park.

Question 9. What would you say its purpose is?



- One third (33%) of those residents who are aware of Regina Research Park think it is a research park (7% of all respondents), 13% think its purpose is technology (3% of all respondents) and another 13% think the Regina Research Park's purpose is economic development (3% of all respondents).

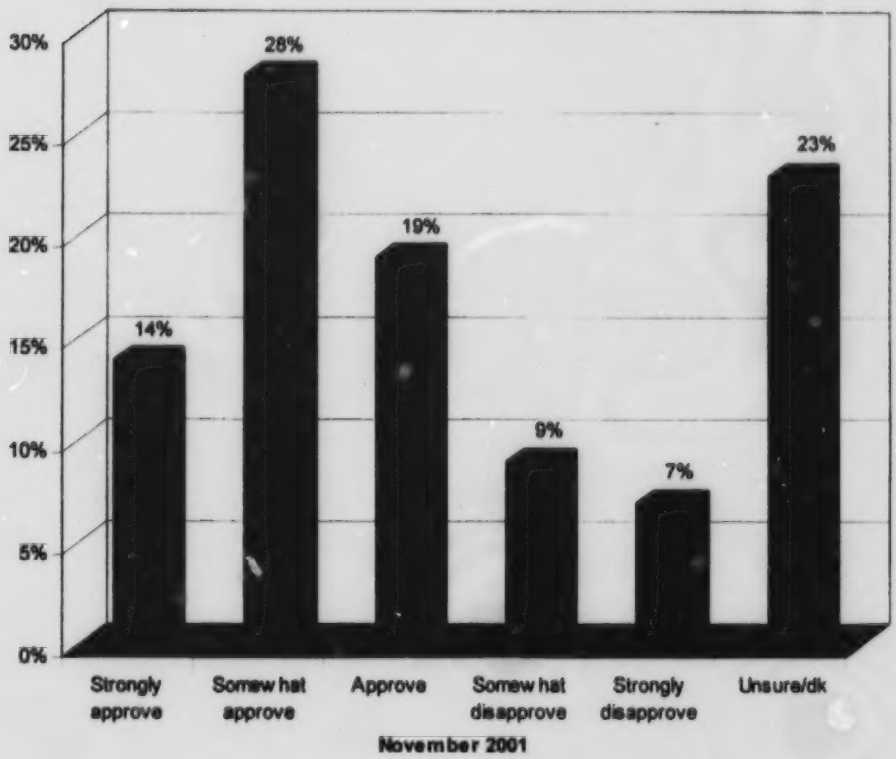
Question 10. What type of operations are Innovation Place and Regina Research Park? Would you say they are:



- One half (50%) of Saskatchewan residents are unsure of the type of operations at Innovation Place and Regina Research Park, 14% think they are part of the two universities, 13% indicate co-operative agencies and 10% think they are provincial agencies.

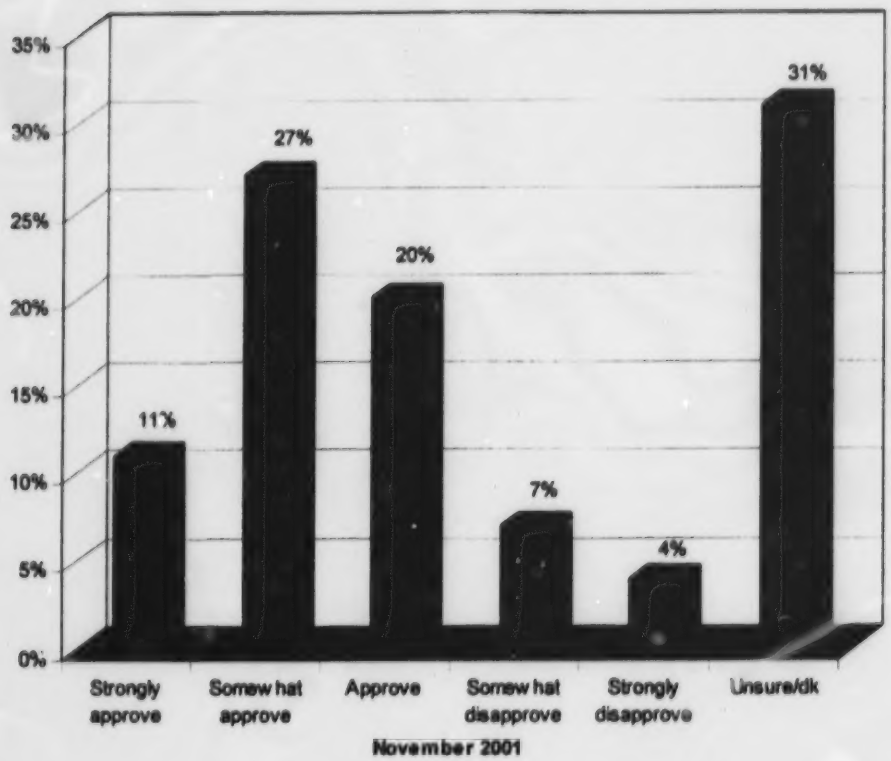
The Saskatchewan Opportunities Corporation's mandate is to facilitate economic growth in Saskatchewan through investment in viable businesses and in infrastructure which supports business development.

Question 11. Please indicate your level of approval of SOCO's mandate to invest in businesses. Do you strongly disapprove, somewhat disapprove, approve, somewhat approve or strongly approve?



- The majority (61%) of residents approve of SOCO's mandate to invest in businesses.

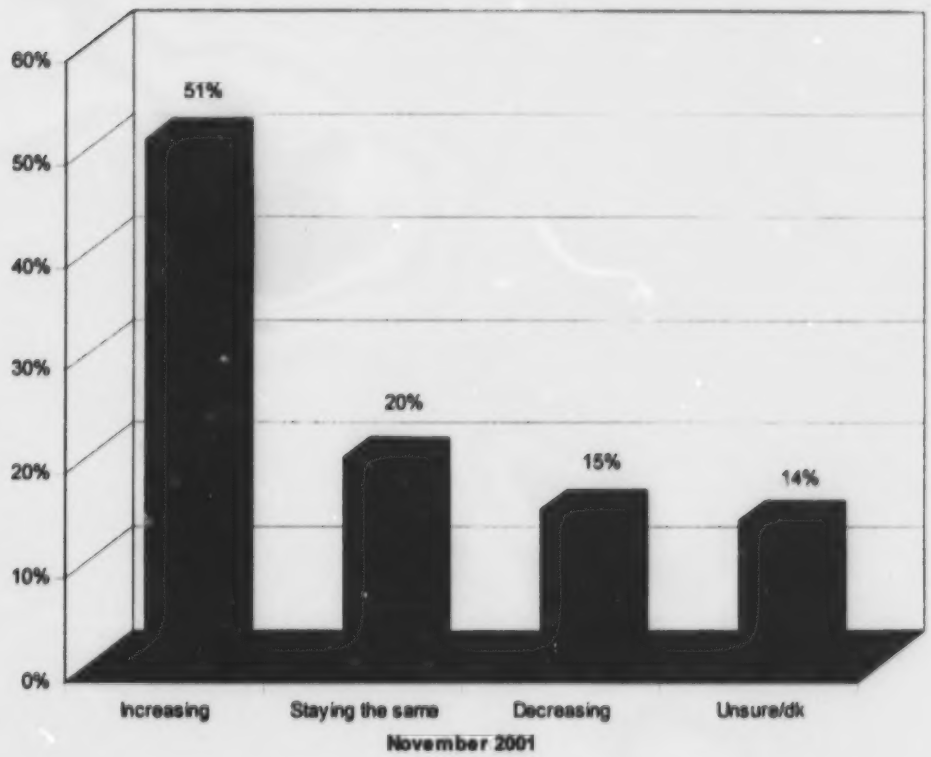
Question 12. Please indicate your level of approval of SOCO's mandate to operate research parks. Do you strongly disapprove, somewhat disapprove, approve, somewhat approve or strongly approve?



- The majority (58%) of residents approve of SOCO's mandate to operate research parks.

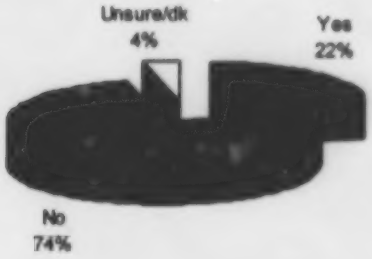
3.0 SOCIAL SERVICES

Question 13. On the whole, would you say the number of people in Saskatchewan receiving welfare has been increasing, decreasing or staying the same over the past four years?



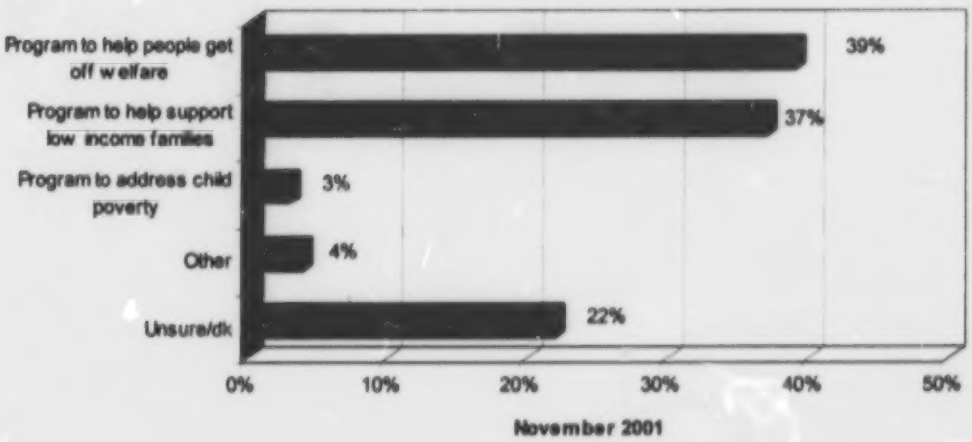
- The majority (51%) of residents think the number of people in Saskatchewan receiving welfare has been increasing over the past four years.

Question 14. Have you heard about the government program called "Building Independence"?



- More than one in five (22%) Saskatchewan residents have heard about the government program called "Building Independence".

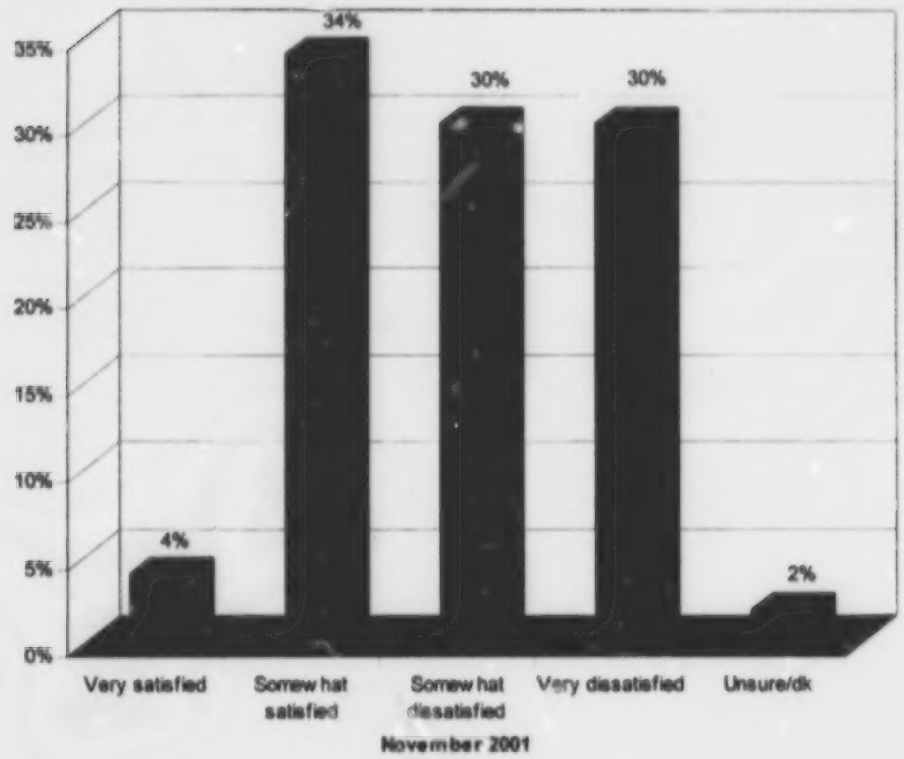
Question 14b. Can you tell me, what kind of program is it?



- Approximately 39% of those residents who have heard of the government program "Building Independence" think the program is designed to help people get off welfare (9% of all respondents) and 37% think the program is designed to help support low income families (8% of all respondents).

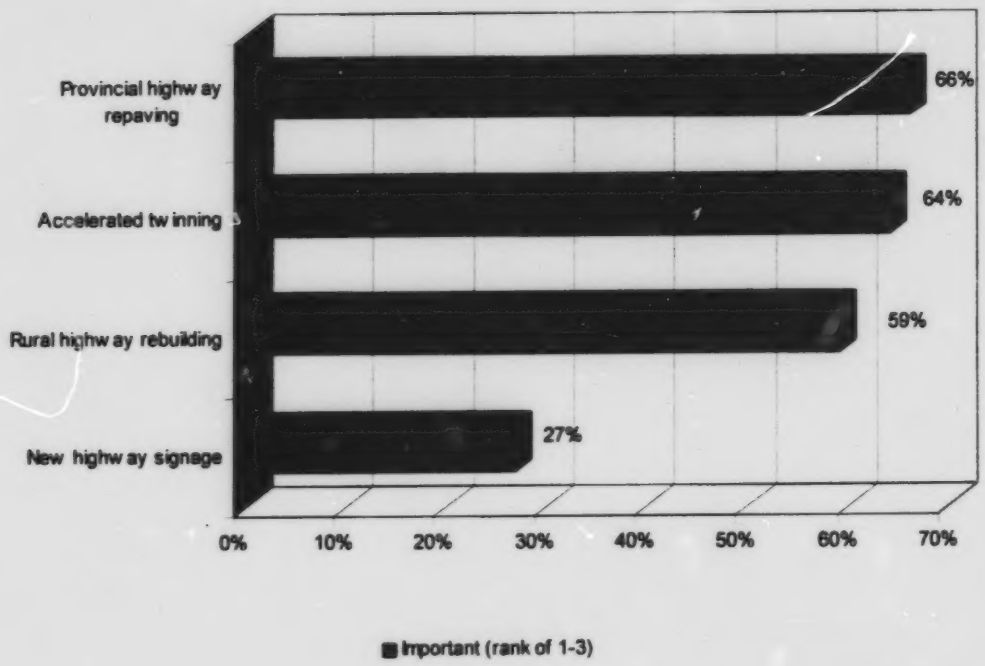
4.0 HIGHWAYS & TRANSPORTATION

Question 15. When you think of the overall provincial highway system, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the system?



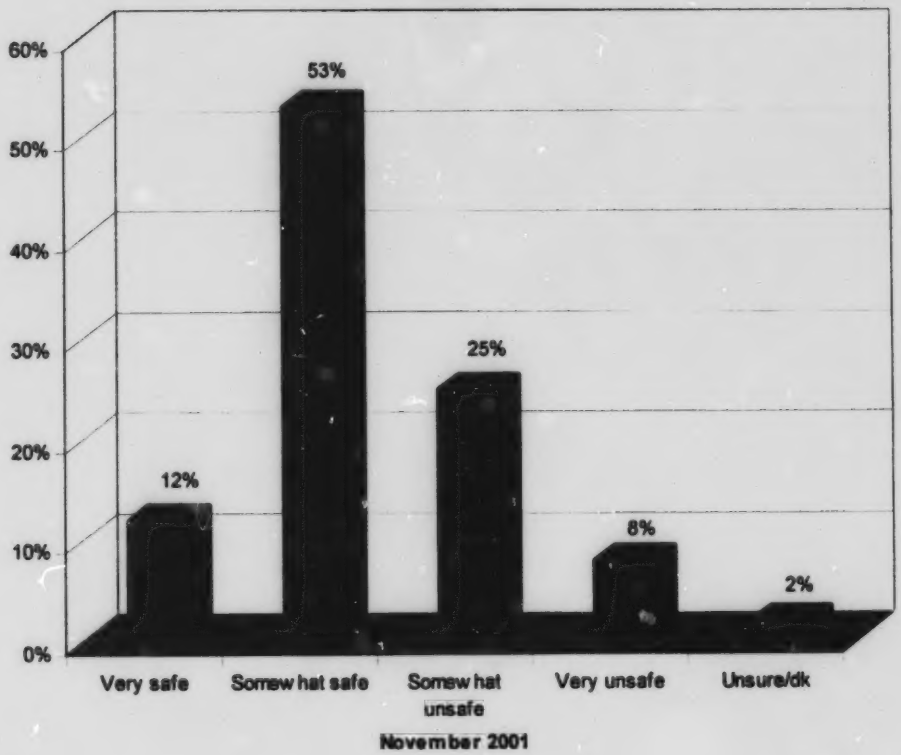
- More than one third (38%) of Saskatchewan residents are satisfied with the overall provincial highway system; 60% are dissatisfied.

Question 16. Out of a scale of 1 to 10, with 1 being very important and 10 being very unimportant, how important do you rate each of the following:



- The majority of Saskatchewan residents rate provincial highway repaving (66%), accelerated twinning (64%) and rural highway rebuilding (59%) as important (rank of 1 to 3).

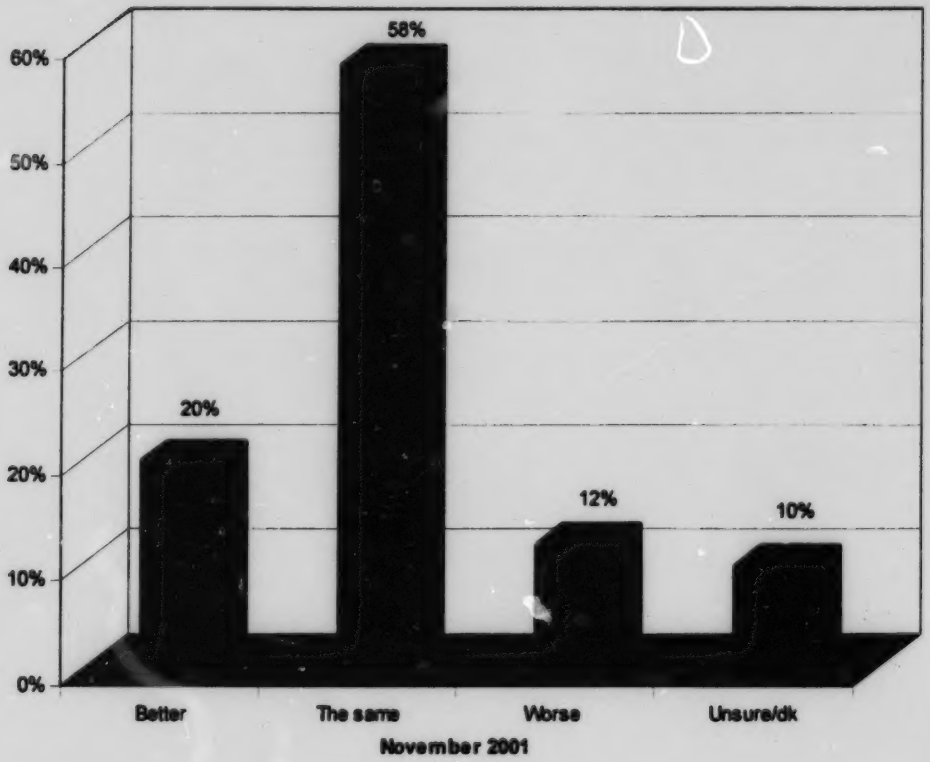
Question 17. Overall, when driving on Saskatchewan's highways do you personally feel very safe, somewhat safe, somewhat unsafe, or very unsafe?



- The majority (65%) of residents feel safe when they are driving on Saskatchewan highways.

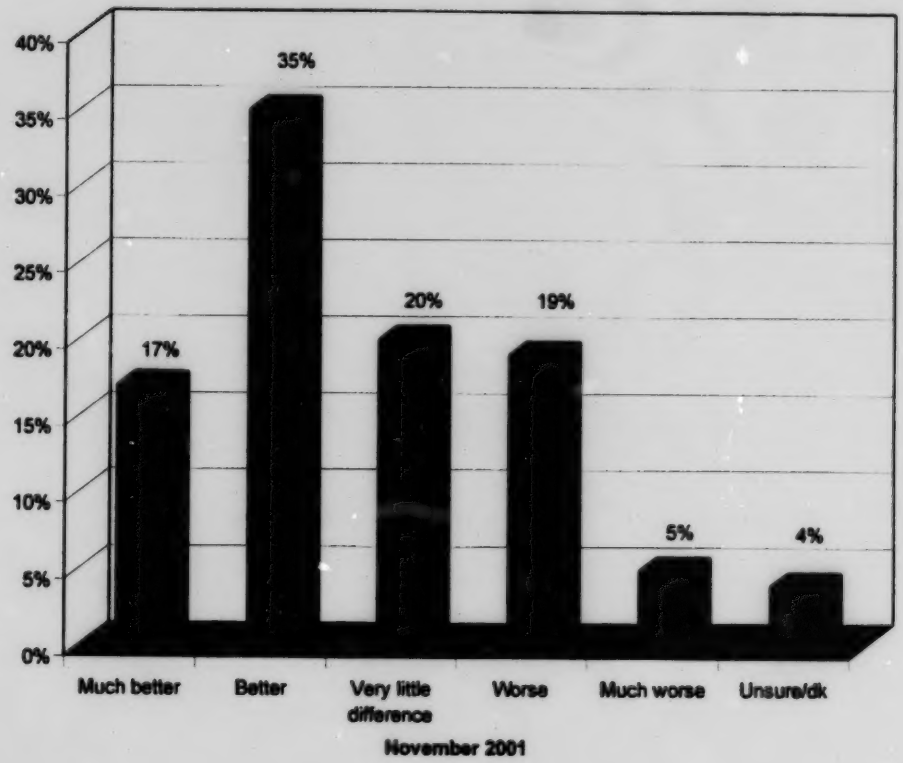
5.0 EDUCATION

Question 18. Compared to the rest of the country, do you think the education system in Saskatchewan is better, the same or worse?



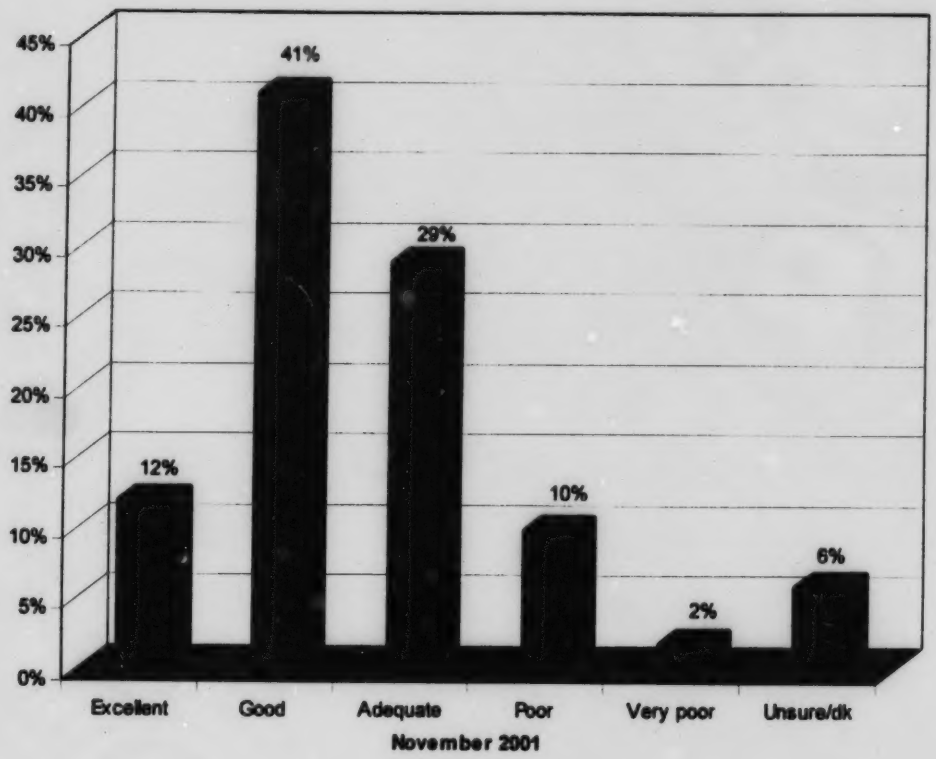
- More than three quarters (78%) of residents think the education system in Saskatchewan is the same or better than that of the rest of the country.

Question 19. When you think of your own school education, do you believe students' education today is much better, better, worse, much worse or very little different compared to yours?



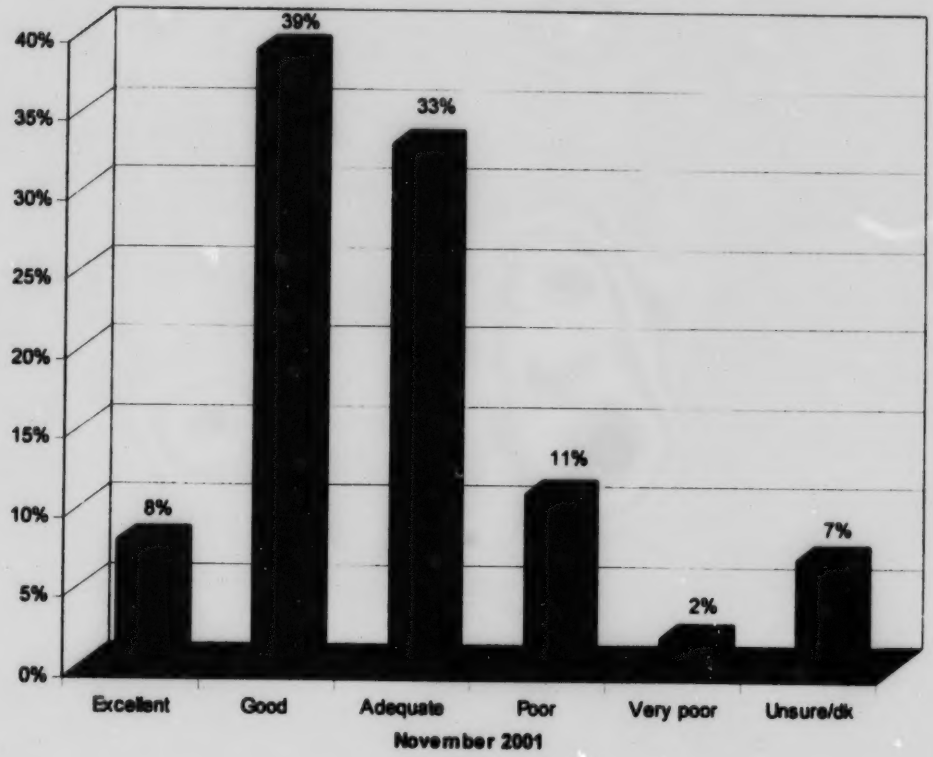
- The majority (52%) of Saskatchewan residents believe students' education today is better than the education they received; 20% believe there is very little difference.

Question 20. Do you think the quality of elementary education in Saskatchewan is generally excellent, good, adequate, poor or very poor?



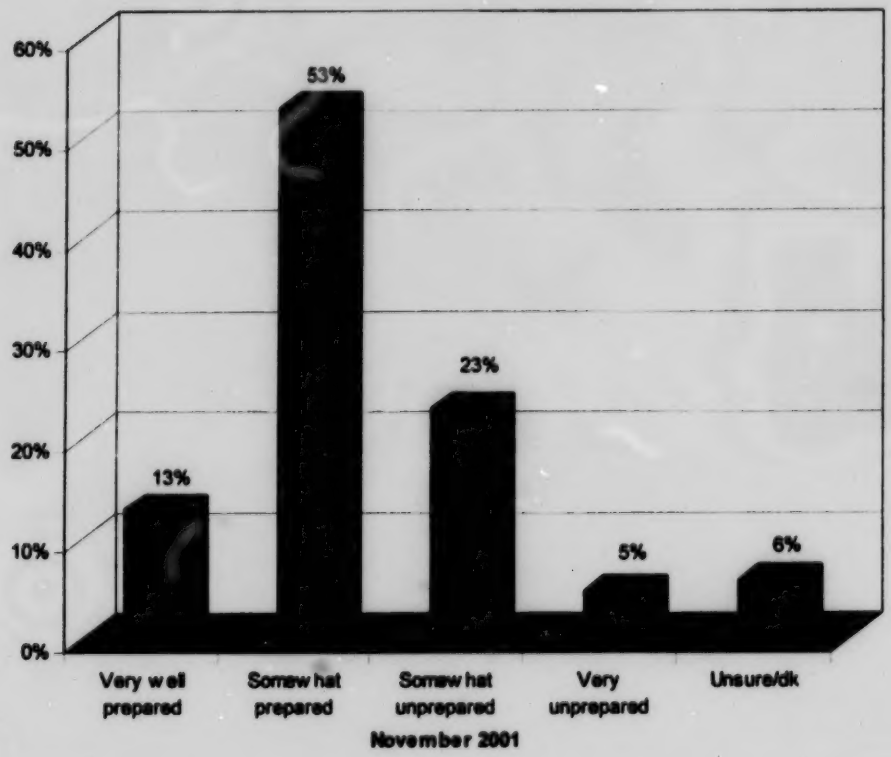
- The large majority (82%) of Saskatchewan residents think the quality of elementary education is Saskatchewan is adequate or better.

Question 21. Do you think that the quality of secondary or high school education in Saskatchewan is generally excellent, good, adequate, poor or very poor?



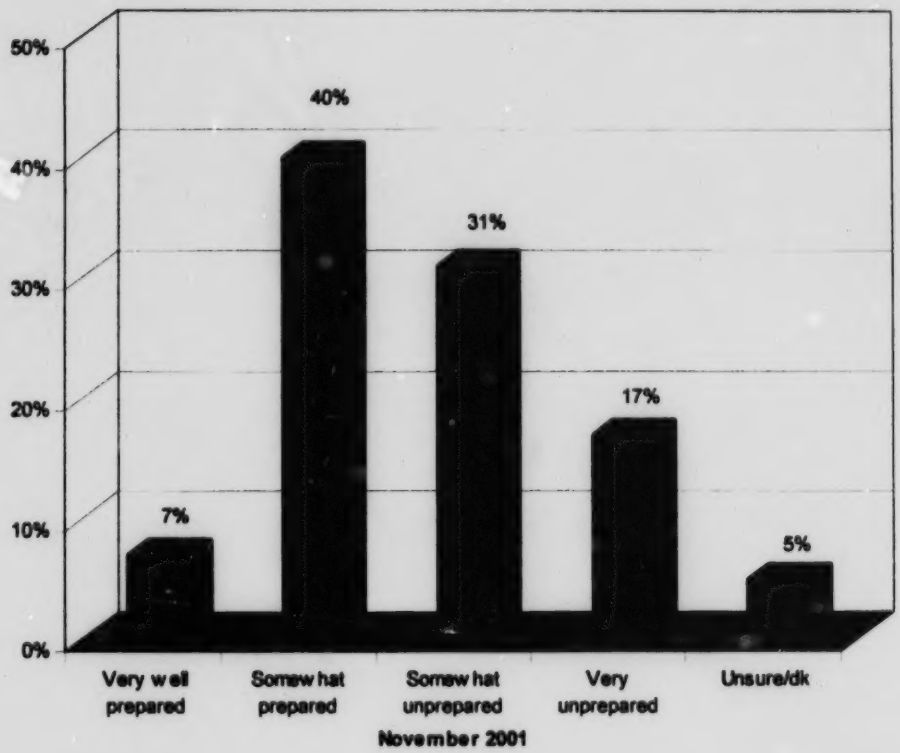
- More than three quarters (80%) of residents think the quality of secondary or high school education in Saskatchewan is adequate or better.

Question 22. Which best describes how well prepared you think Saskatchewan high school students are for entering post-secondary institutions like colleges or universities? Do you think they are very well prepared, only somewhat prepared, somewhat unprepared or very unprepared?



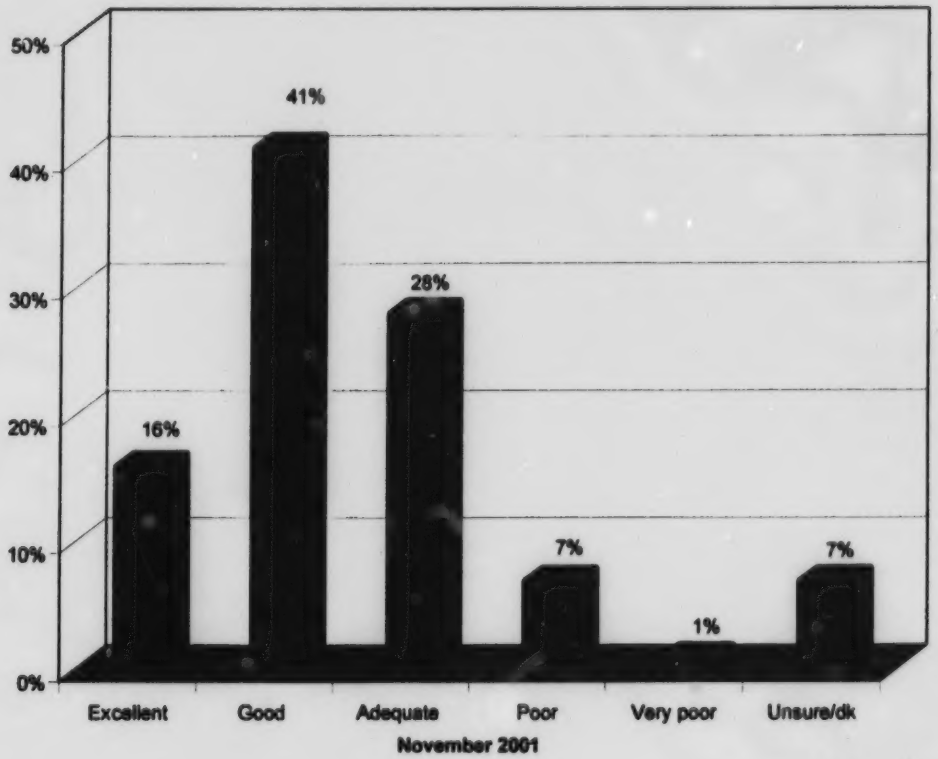
- Approximately two thirds (66%) of residents think Saskatchewan high school students are prepared for entering post-secondary institutions like colleges or universities.

Question 23. How well prepared do you think high school students are for entering the workforce? Do you think they are very well prepared, only somewhat prepared, somewhat unprepared or very unprepared?



- Almost one half (47%) of residents think Saskatchewan high school students are prepared for entering the workforce.

Question 24. How well do you believe Saskatchewan's education system is doing in using new technology like computers and the Internet to enhance learning opportunities for students?



- The large majority (85%) of residents believe Saskatchewan's education system is doing an adequate or better job in using new technology like computers and the Internet to enhance learning opportunities for students.

Question 25. Do you agree all schools should be the centre for the delivery of services such as access to counsellors, police resource officers, and parenting classes in order to better meet the needs of children and families?

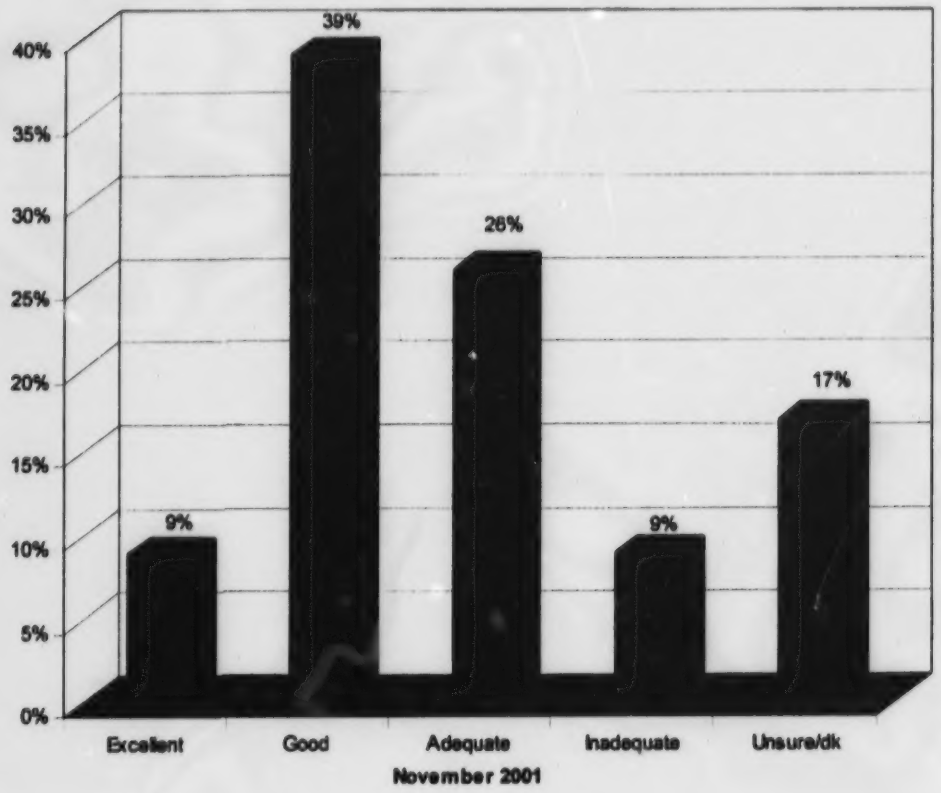
- Three quarters (76%) of Saskatchewan residents agree all schools should be the centre for the delivery of services such as access to counsellors, police resource officers, and parenting classes in order to better meet the needs of children and families

Question 26. Would you agree that strengthening school-based services in rural communities will contribute to the revitalization of rural Saskatchewan?

- The majority (62%) of residents agree that strengthening school-based services in rural communities will contribute to the revitalization of rural Saskatchewan.

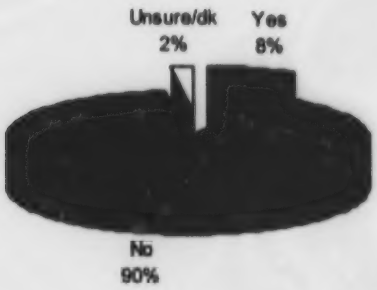
6.0 POST-SECONDARY EDUCATION & SKILLS TRAINING

Question 27. How well does the post-secondary education and training system in Saskatchewan meet your needs for information about its programs and services?



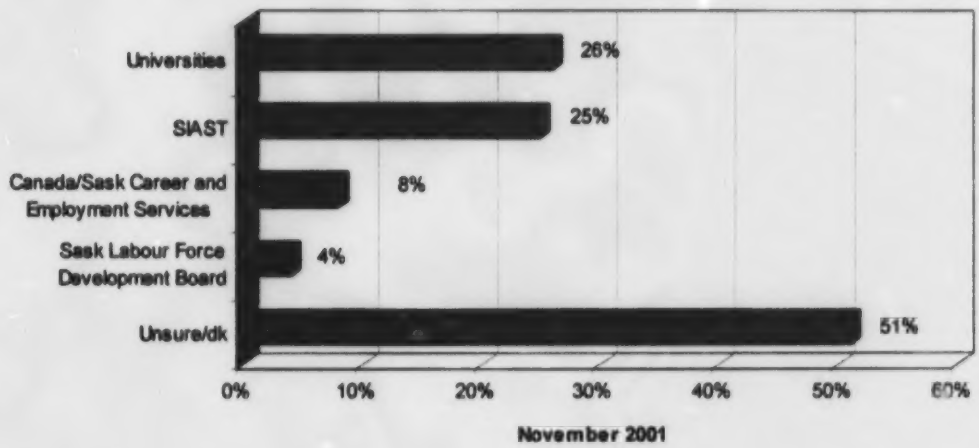
- Approximately three quarters (74%) of residents think the post-secondary education and training system in Saskatchewan does an adequate or better job at meeting their needs for information about its programs and services.

Question 28. Have you heard of Prior Learning Assessment and Recognition, P.L.A.R.?



- Approximately 8% of Saskatchewan residents have heard of Prior Learning Assessment and Recognition (P.L.A.R.).

Question 29. Where would you go to get more information about P.L.A.R.?

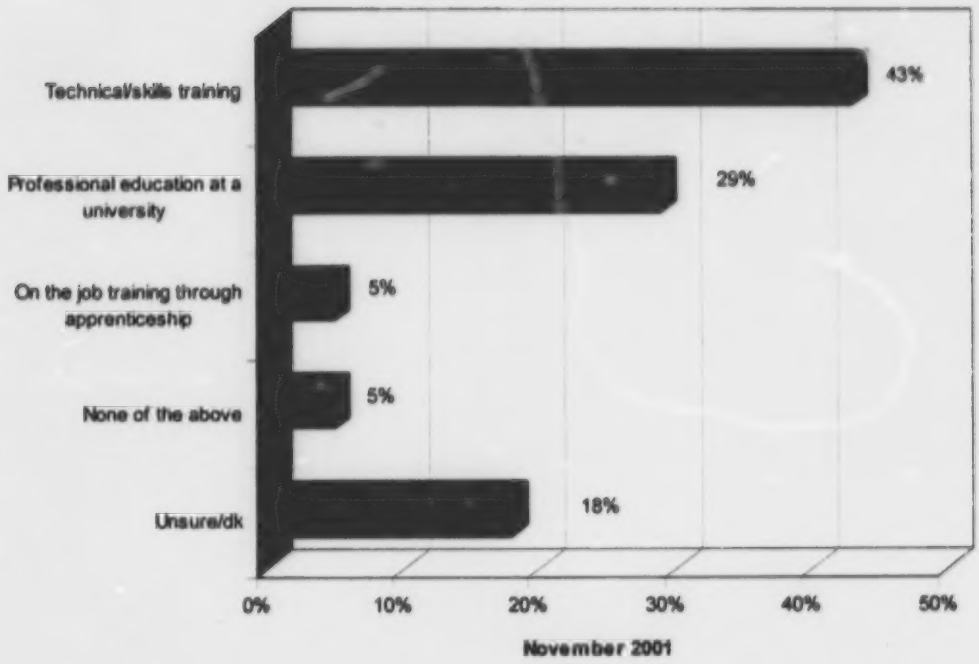


- One quarter (26%) of those residents who have heard of P.L.A.R. indicate they would go to the universities to get more information (2% of all respondents) and 25% would go to SIAST (2% of all respondents).

Question 30. Have you, or someone you know used the P.L.A.R. process?

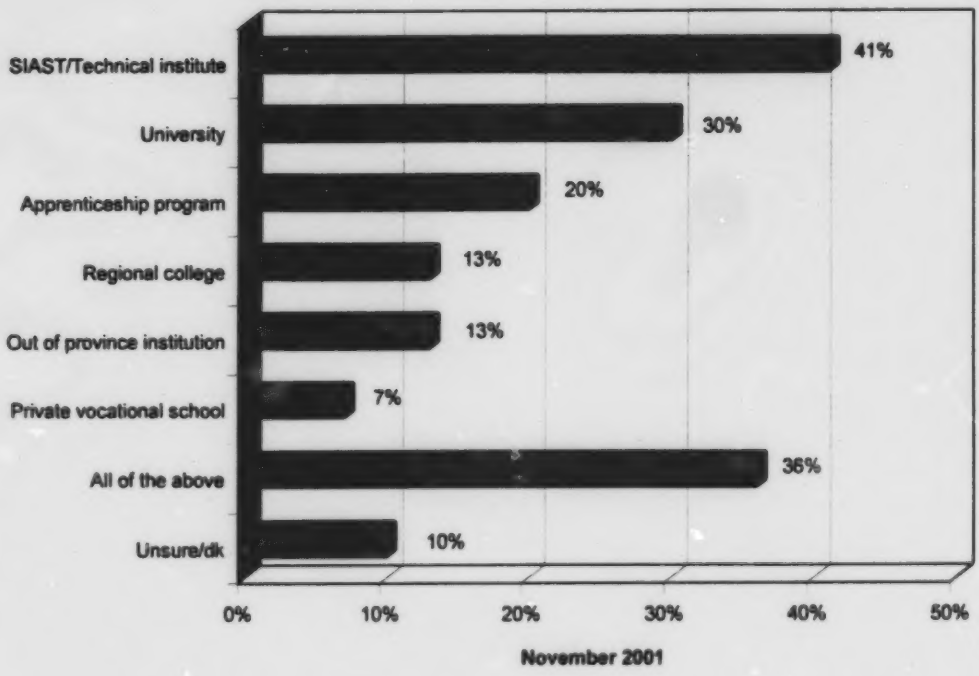
- Approximately one quarter (26%) of those residents who have heard of P.L.A.R. indicate they or someone they know has used the process (2% of all respondents).

Question 31. Generally speaking, if you were advising a young person today, would you recommend they choose technical education and skills training or a university education?



- Approximately 43% of Saskatchewan residents would recommend technical education and skills training if they were advising a young person today; 29% would recommend a professional education at a university.

Question 32. Which institution would you suggest they attend? Would you recommend SIAST/Technical training, university, apprenticeship program, out-of-province institution, regional college, private vocational school, or all of the above?

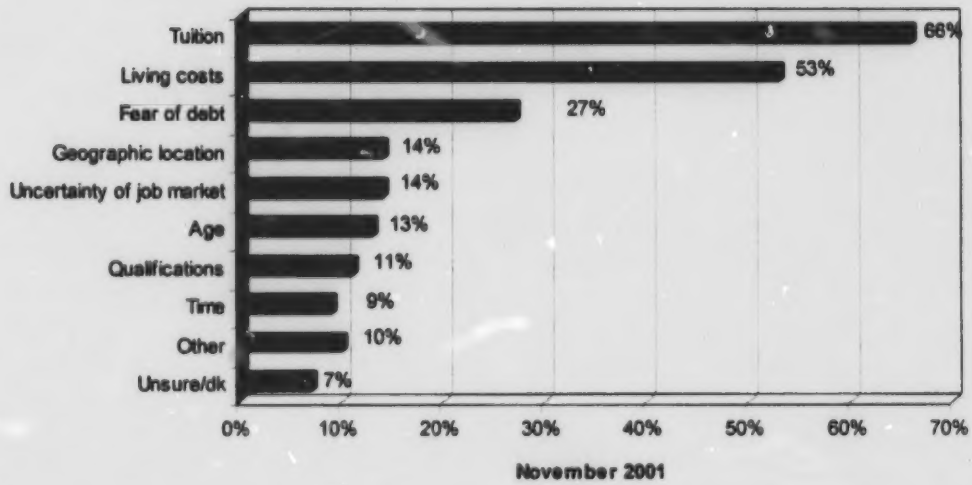


- If they were advising a young person today, Saskatchewan residents would recommend they attend SIAST or a technical training school (41%), university (30%) or an apprenticeship program (20%).

Question 33. Do you or your family members experience any barriers, which prevent you from taking post-secondary education or training?

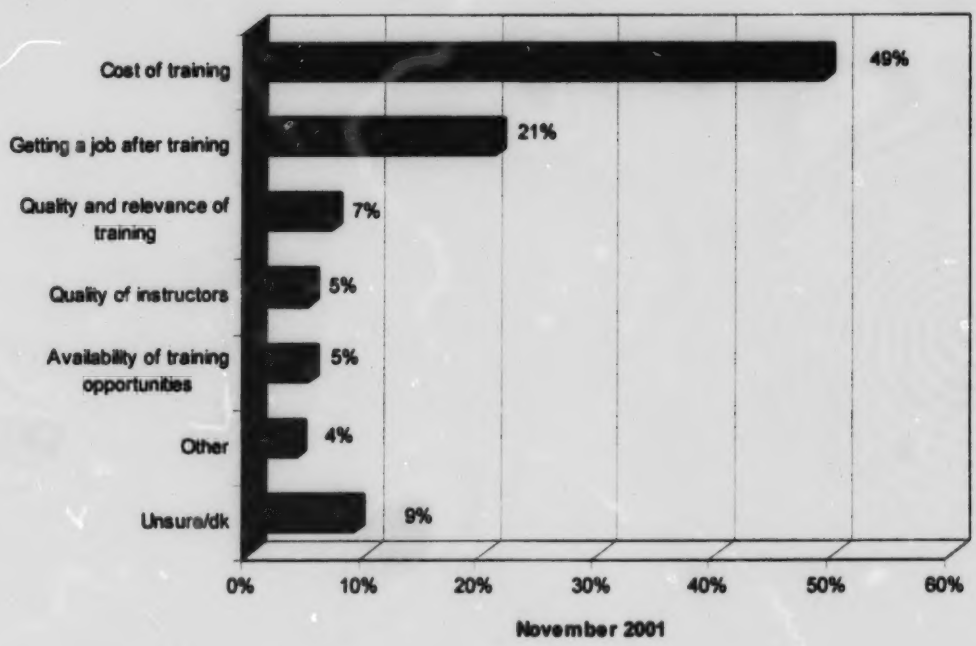
- More than one quarter (31%) of Saskatchewan residents indicate they or their family members experience barriers which prevent them from taking post-secondary education or training.

Question 33b. What barriers do you or your family members experience which prevent you from taking post-secondary education or training?



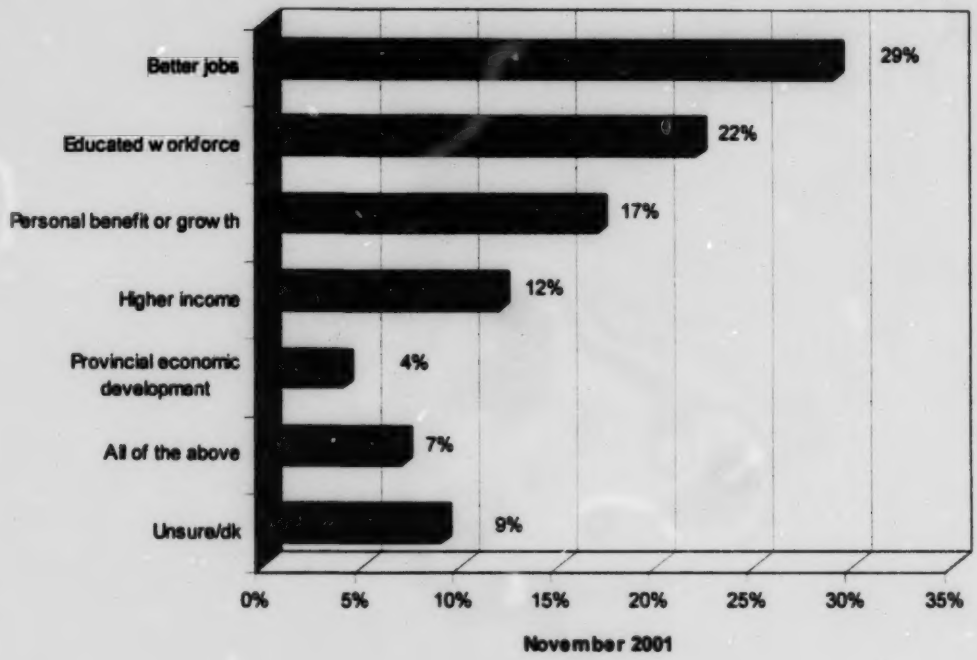
- The majority (66%) of those residents who experience barriers to post-secondary education identify tuition costs (20% of all respondents) and 53% say living costs are a barrier (16% of all respondents)..

Question 34. What do you think is the most important issue facing the post-secondary education and training system in Saskatchewan today?



- Almost one half (49%) of residents think the most important issue facing the post-secondary education and training system in Saskatchewan today is the cost of training; 21% think the most important issue is finding employment after completing training.

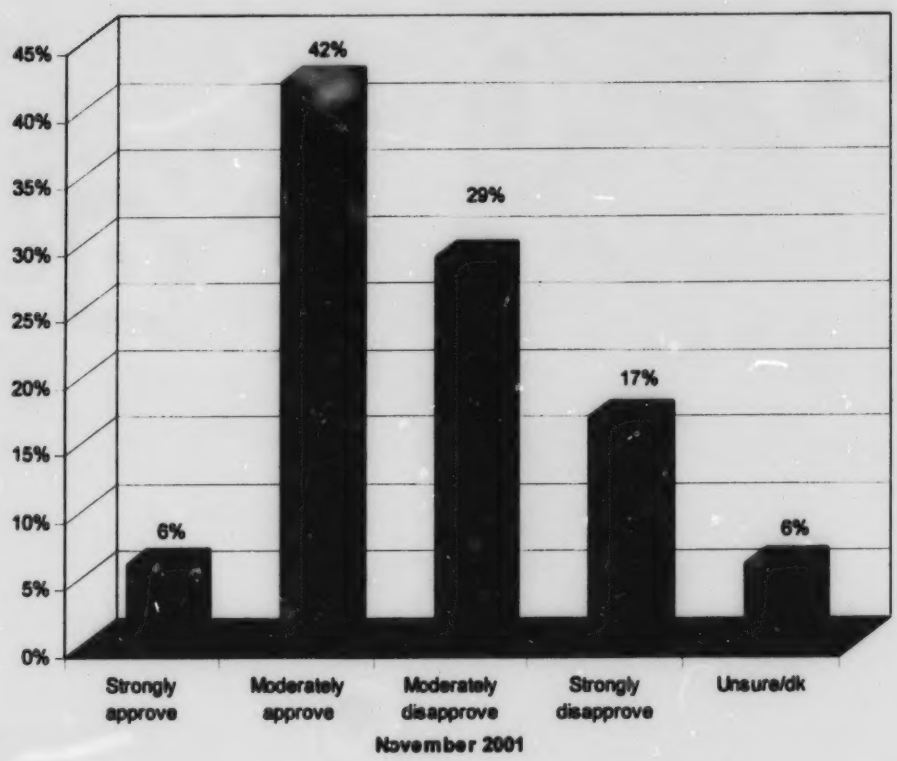
Question 35. What do you believe is the primary benefit or value derived from the post-secondary education and training system in Saskatchewan?



- Approximately 29% of residents believe the primary benefit or value gained from the post-secondary education and training system in Saskatchewan is better jobs, 22% think an educated workforce and 17% indicate personal benefit or growth.

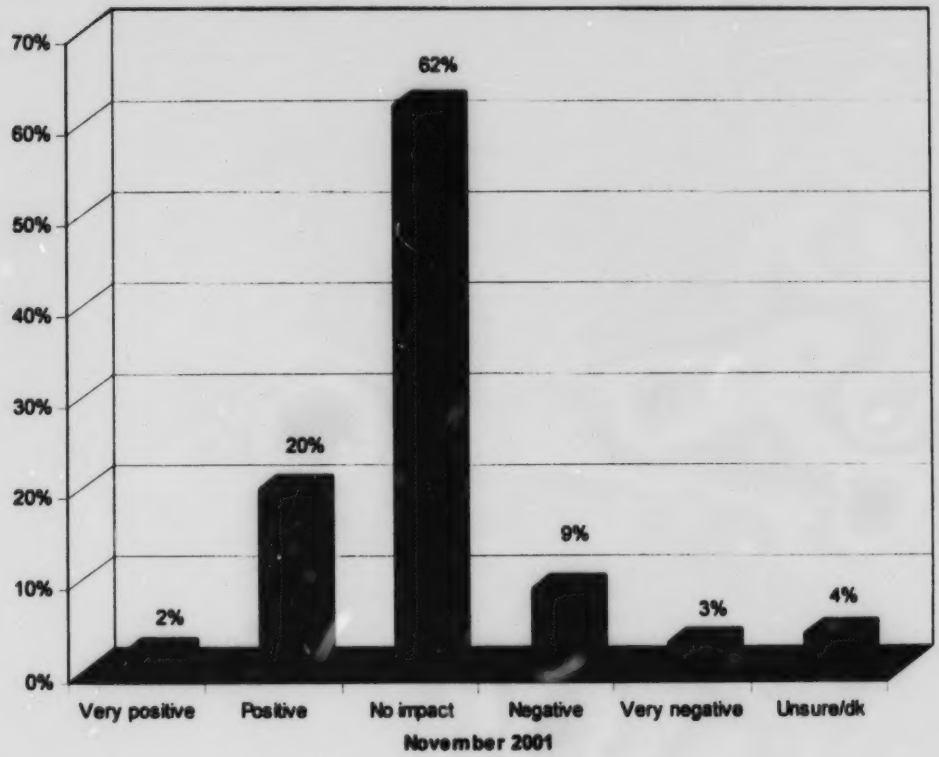
7.0 FINANCE

Question 36. Generally speaking do you strongly approve, moderately approve, moderately disapprove, or strongly disapprove of the way the government is handling the province's finances?



- Approximately one half (48%) of Saskatchewan residents approve of the way the government is handling the province's finances; 46% disapprove.

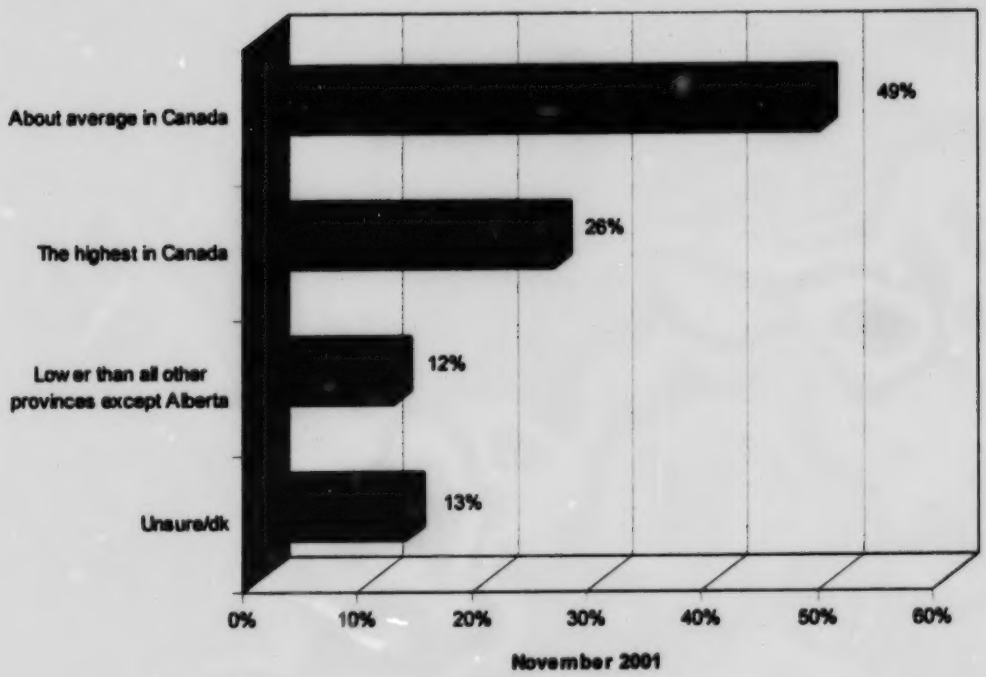
Question 37. In January 2001, the provincial government lowered personal income taxes as part of its four-year personal tax reform plan. Would you say the impact on your household income has been....



- The majority (62%) of residents think the lowered personal income taxes as part of the provincial government's four-year personal tax reform plan has had no impact on their household income; 22% think the impact has been positive.

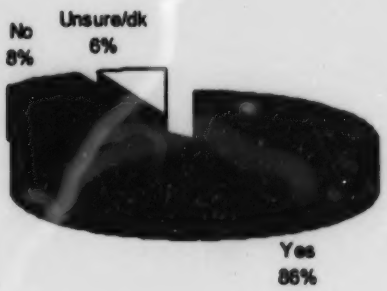
Question 38. In your opinion, which of the following statements is most accurate?

1) Saskatchewan's sales tax is the highest in Canada.
2) Saskatchewan's sales tax is about average in Canada.
3) Saskatchewan's sales tax is lower than all other provinces except Alberta.



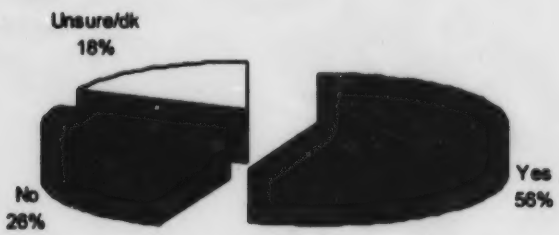
- About one half (49%) of residents think Saskatchewan's sales tax is about average in Canada.

Question 39. Do you support the provincial government's decision in its recent budget to lower income taxes for small business from 8 per cent to 6 per cent?



- The large majority (86%) of Saskatchewan residents support the provincial government's decision in its recent budget to lower income taxes for small business from 8 per cent to 6 per cent.

Question 40. In your opinion, is Saskatchewan heading in the right direction where taxes are concerned?

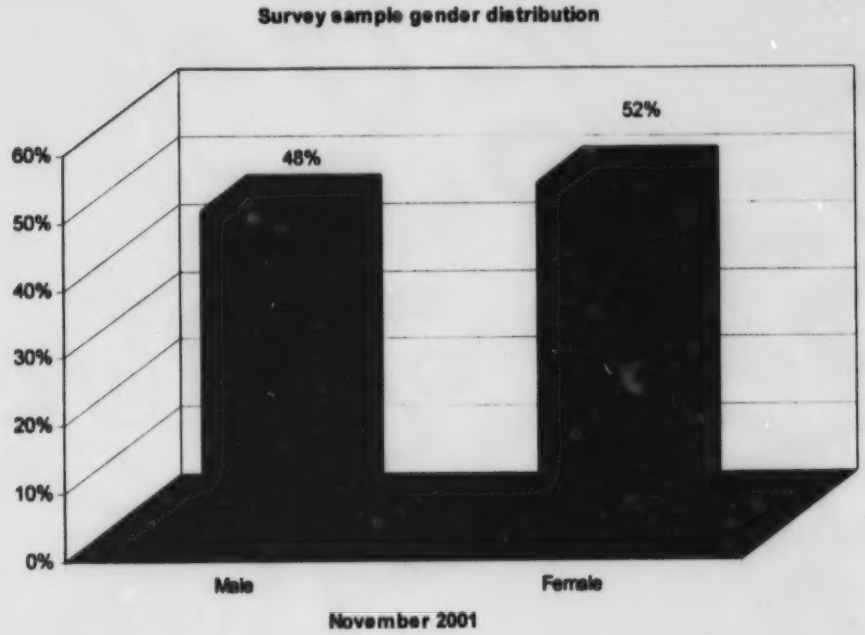


- The majority (56%) of residents think Saskatchewan is heading in the right direction where taxes are concerned.

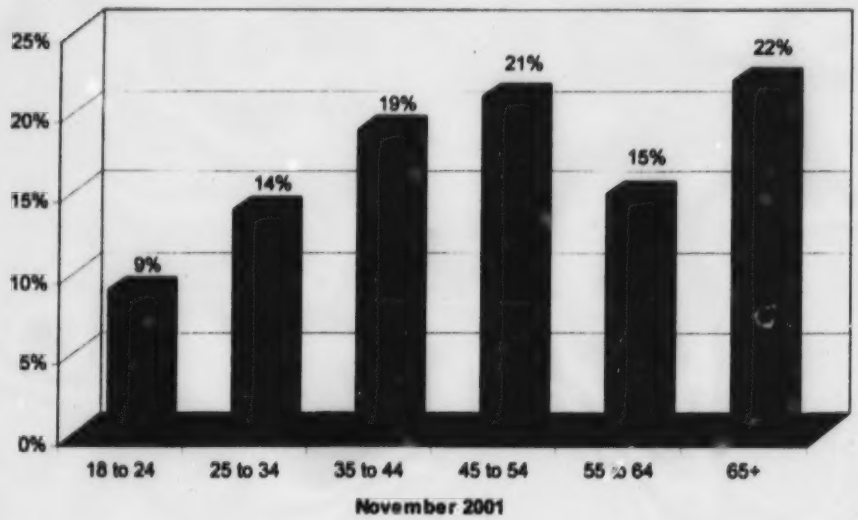
APPENDIX II SURVEY DEMOGRAPHICS

The omnibus public opinion sample frame is constructed to facilitate proportionate representation of various demographic characteristics evident within the province of Saskatchewan. This ensures that opinions of all the various types of residents in Saskatchewan are proportionately represented in the statistical measurements documented in this report. The demographic distributions from the survey sample generally parallel the province's actual population distributions, as measured by Statistics Canada census data.

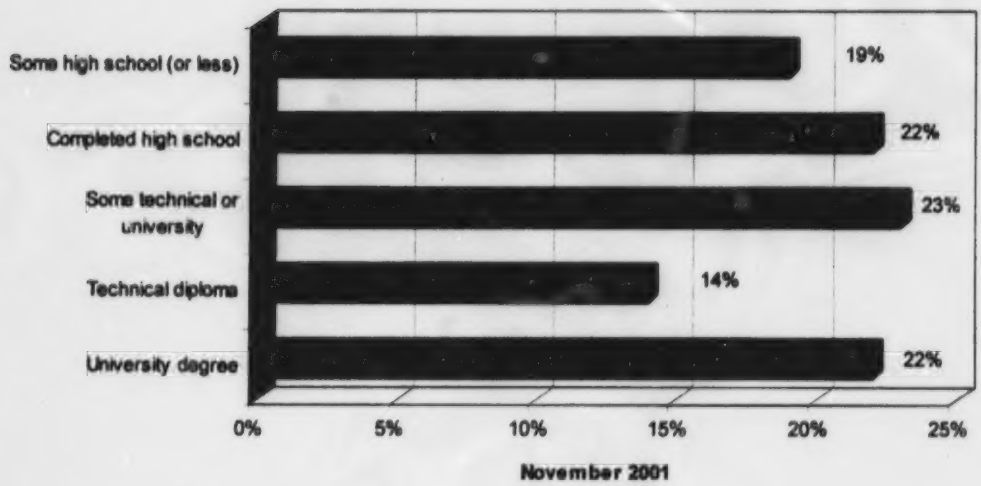
The omnibus survey sample size of 1,000 people yields public opinion measurements with a statistical level of confidence of 95 percent within an overall margin of error for the point estimates contained in this report of plus or minus 3.1 percentage points.



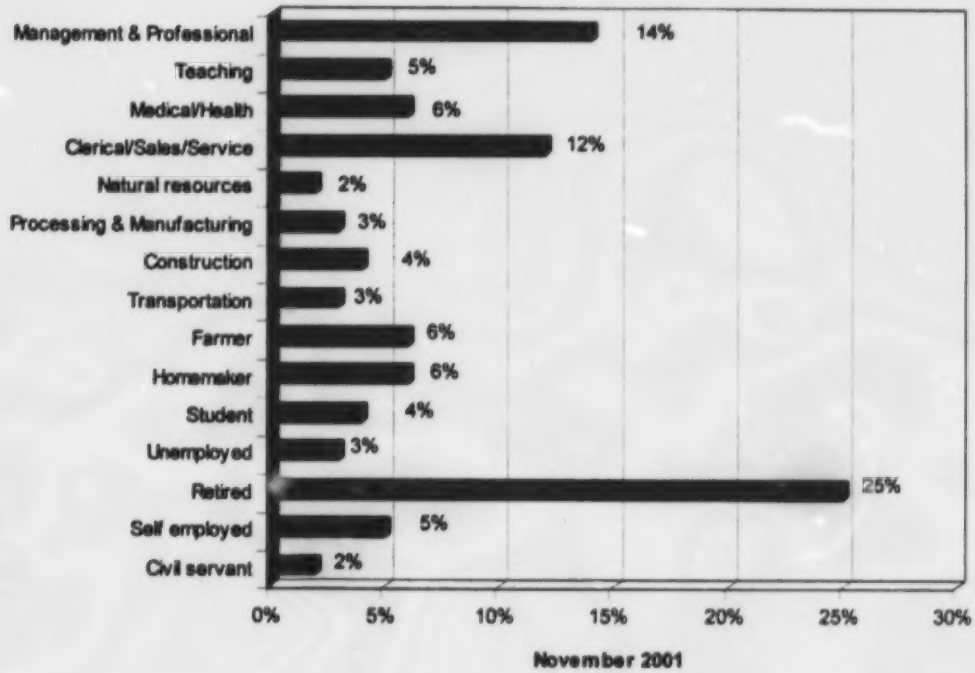
Survey sample age distribution



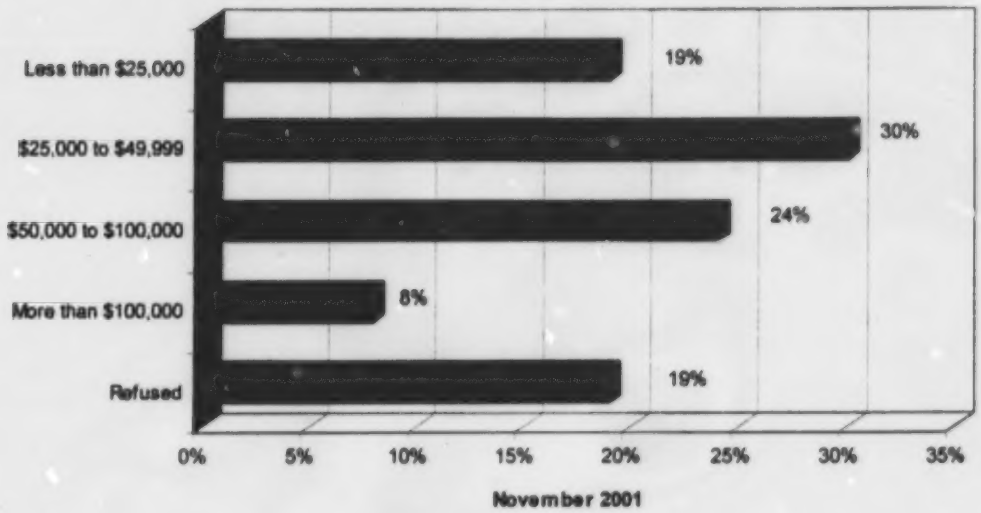
Survey sample education distribution



Survey sample occupation distribution

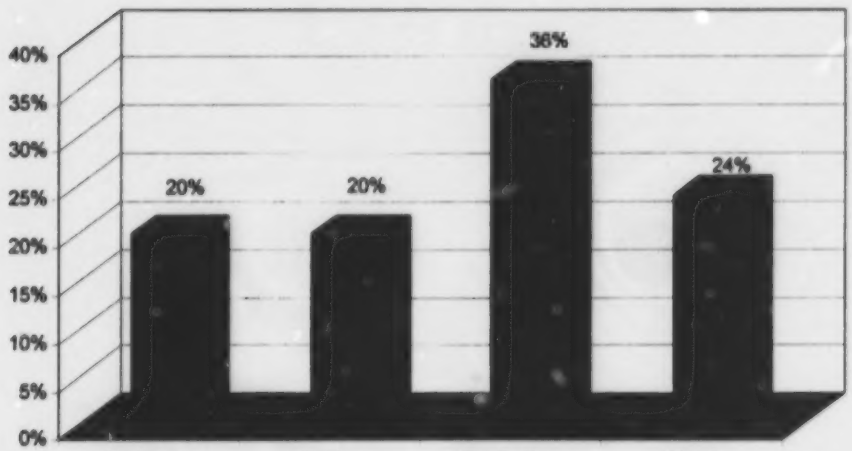


Survey sample income distribution



November 2001

Survey sample regional distribution



November 2001

Department/Crown commissioning the work:

Saskatchewan Health

Date:	**November, 2001**
Supplier:	Sigma Analytics Data Mining & Research Regina
Cost:	$18,250.00

Report of a Poll
Concerning Health Issues
In Saskatchewan
Queries and Responses

Prepared for Saskatchewan Health

by

Sigma Analytics

November 2001

Background & Methodology

This omnibus study was commissioned by Saskatchewan Health as part of its ongoing research into attitudes affecting the management of health care services. The study was conducted as a stand-alone project because the large number of issues requiring research in November and December made use of the regular omnibus poll impractical.

The primary objectives of this poll are:

- To provide data that quantifies the level of importance Saskatchewan residents assign to certain health issues, and
- To assist in evaluating attitudes toward the management of certain health issues, and
- To quantify data concerning awareness of Saskatchewan Health advertisements.

The poll was conducted by telephone. A sample of Saskatchewan households was drawn by simple random sampling. Interviews were conducted over a multi-day period with the bulk occurring between 5:00 p.m. and 9:00 p.m. on weeknights and between 11:00 p.m. and 4:00 p.m. on weekend days.

In excess of 1000 interviews with respondents aged 18 or older were completed on all but one of the queries. Taken as a whole, the results from a sample of this size are considered to be accurate within plus or minus 3.1 percentage points, 19 times out of 20.

SIGMA ANALYTICS
DATA MINING & RESEARCH

The survey instrument was developed by Saskatchewan Health in consultation with Sigma Analytics. It contained 39 substantive queries plus five demographic queries.

Call lists were generated using a random number generator. Each telephone number was geo-coded by both postal code and community name. All related geographic post-stratification is based on this methodology.

Interpreting the results in this report should be done with the following considerations in mind:

- Polls are "snapshot" approximations of reality, valid within the indicated ranges at the time the poll is conducted. Trends in opinion may be under way at the time the "snapshot" of the poll is taken, or they may begin subsequent to the poll. These trends are not captured by a single poll.

- Responses to all questions are provided in the form of valid percent. "Valid percent" means the percentage response among those who answered the question as opposed to the percentage response among those who were asked the question. The difference between the two is that only valid percent represents an unbiased estimator of the true population parameter of interest. As such, valid percent enables comparison of results of previous studies. In this report, for each query, the percent who "Refused to answer" is provided separately.

These respondents were not counted in the total from which the other figures are calculated.

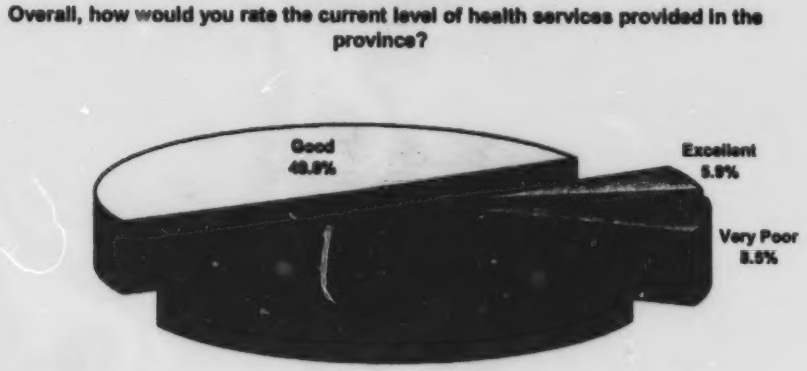
Main Results

1. "Have you or any members of your immediate family received health care services in the past 12 months?" and if yes, 2. "How would you rate the quality of health services you or your family members have received over the past 12 months?"

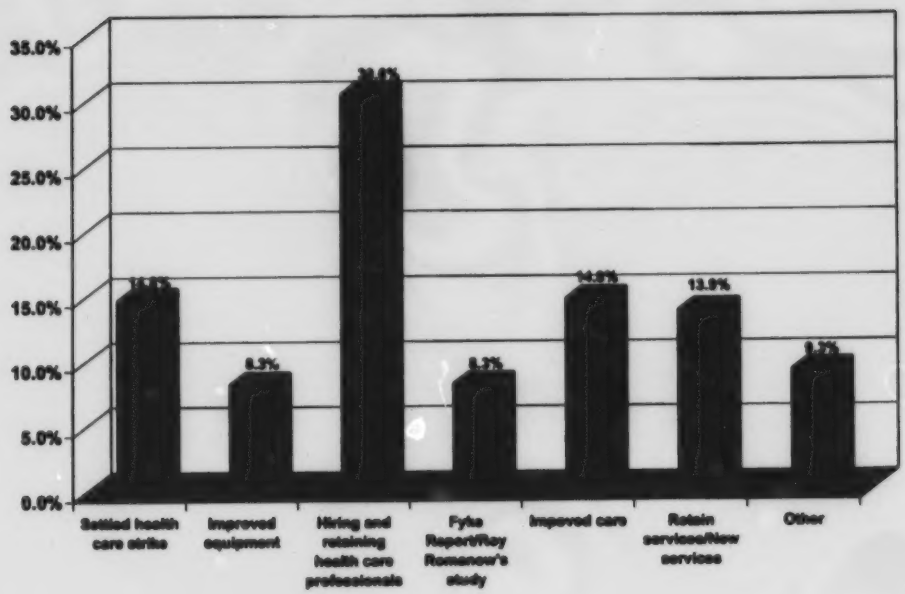
Have you or any members of your immediate family received health care services in the past 12 months?

How would you rate the quality of health services you or your family members have received over the past 12 months?

3. "Overall, how would you rate the current level of health services provided in the province?"



4. "What do you believe is the most positive thing that has happened to health care in Saskatchewan in the past year?



5. "Saskatchewan health care provides full and partial coverage for a wide range of health programs and services. How would you describe your level of knowledge about which health care services are paid for, in full or in part, by Saskatchewan Health?"

How would you describe your level of knowledge about which health care services are paid for, in full or in part, by Saskatchewan Health?

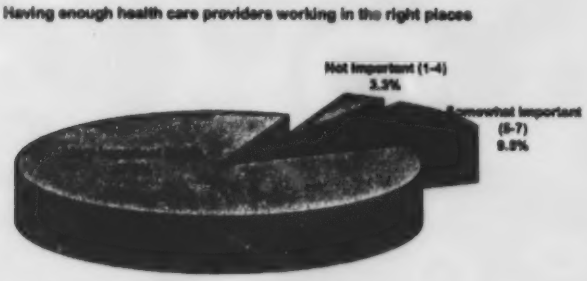
6. "Can you name three health care services that are fully paid for by Saskatchewan Health?"

Following are some of the most popular responses:

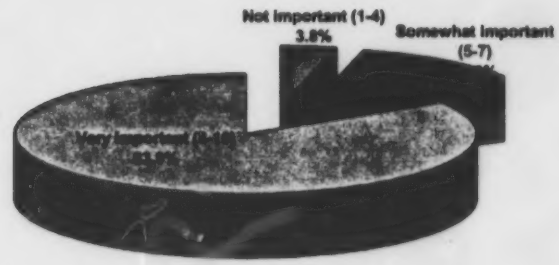
- Doctor visit/specialist visit: 78.4%
- Hospital care: 36.5%
- Operations/surgeries: 25.7%
- Medicine prescriptions: 11.4%
- Hospital equipment: 3.2%
- Ambulance: 3.1%
- Optometry: 5.6%
- Home care: 2.2%
- Diagnostic tests: 1.5%
- X-rays: 16.9%
- Lab work/tests: 8.2%
- Emergency care: 13.9%
- Cancer treatments: 2.2%
- Physiotherapy: 2.2%
- Childbirth: 3.2%
- Dental: 1.7%
- Mammograms: 1.5%
- Immunizations: 2.6%

7. "I will now read a list of issues. Please rate each in terms of their importance to the future of Saskatchewan health care."

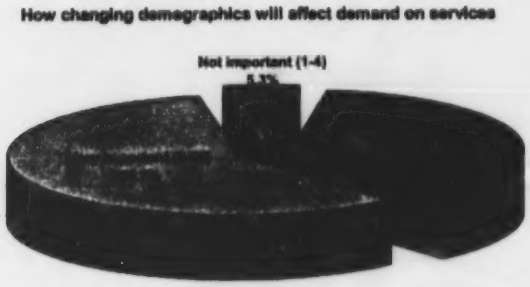
"Having enough health care providers working in the right places"



8. "Having enough revenue to pay for the health care system"



9. "How changing demographics will affect demand on services"



10. "Waiting lists for surgery or other health services"

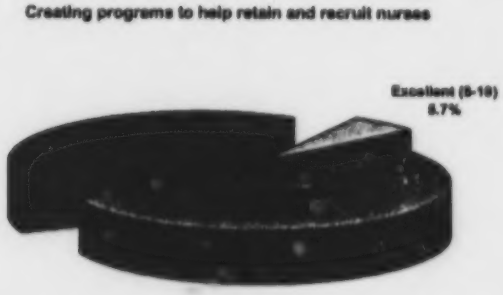
11. "Access to services in rural Saskatchewan"

12. "Please rate how you think the provincial government's performance has been on that issue."

12. "Preventing and treating problem gambling

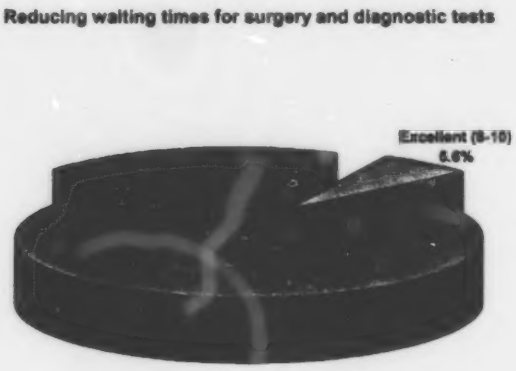
13. "Ensuring children have a healthy start to life"

14. "Creating program to help retain and recruit nurses"



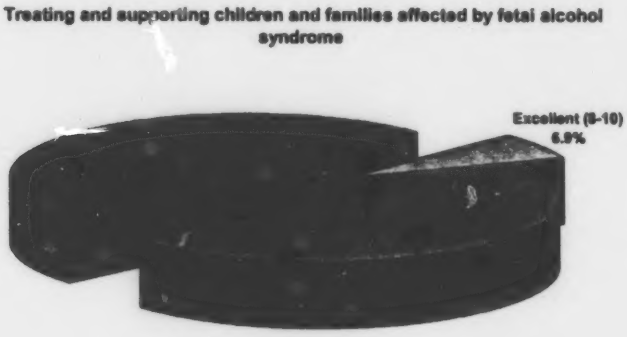
15. "Creating programs to help retain and recruit doctors"

16. "Reducing waiting times for surgery and diagnostic tests"

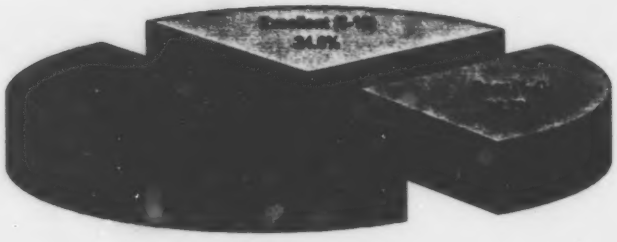


17. "Preventing fetal alcohol syndrome"

18. "Treating and supporting children and families affected by fetal alcohol syndrome"



19. "Discouraging people from smoking cigarettes"



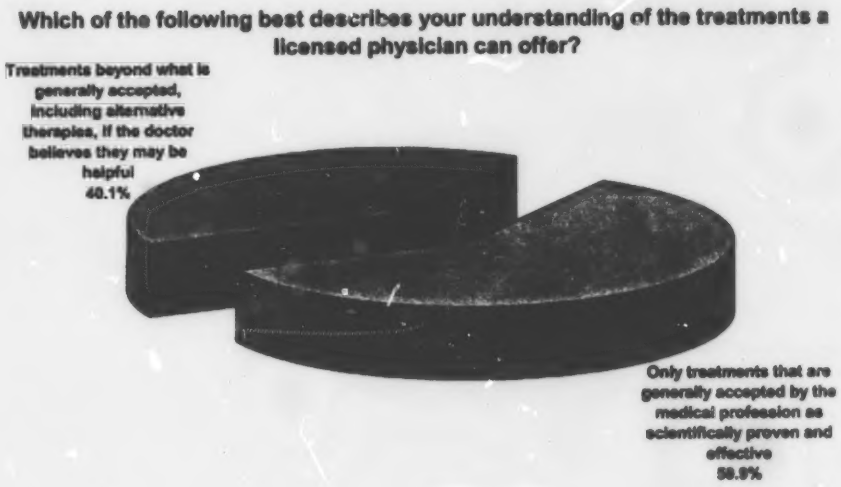
20. "Overall management of health care"

21. "Would you say the government's efforts to find and keep health professionals has improved in the past few months?" and 22. "Have you noticed an increase in the number of doctors and specialists in Saskatchewan in the past few months?"

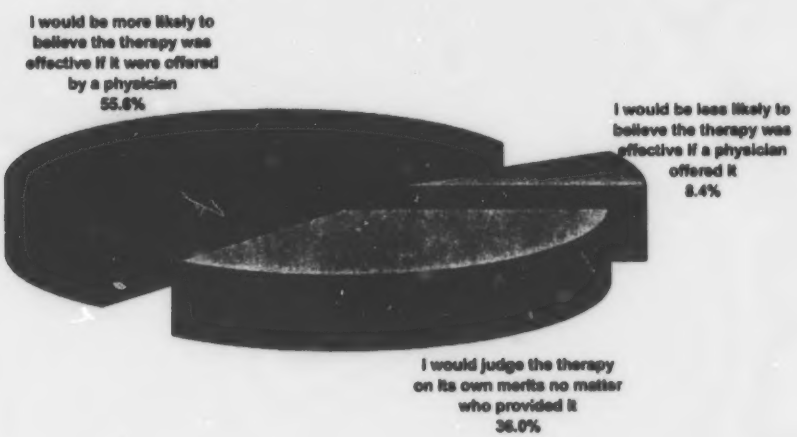
Would you say the government's efforts to find and keep health professionals has improved in the past few months?

Have you noticed an increase in the number of doctors and specialists in Saskatchewan in the past few months?

23. "Physicians are licensed and regulated by the College of Physicians and Surgeons. Which of the following best describes your understanding of the treatments a licensed physician can offer?"

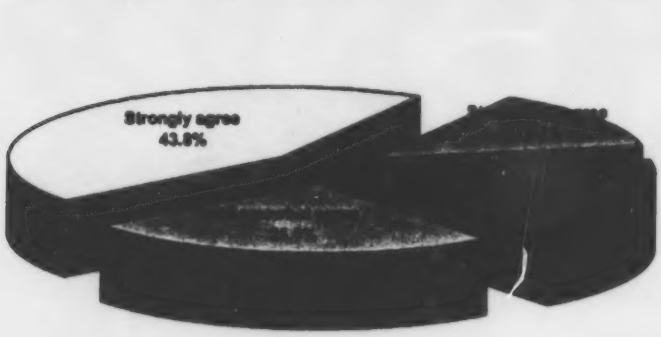

Which of the following best describes your understanding of the treatments a licensed physician can offer?
Treatments beyond what is generally accepted, including alternative therapies, if the doctor believes they may be helpful
40.1%
Only treatments that are generally accepted by the medical profession as scientifically proven and effective
59.9%

24. "Many people today are using alternative therapies – that is, therapies that are not accepted by the medical profession generally. If a licensed physician offered an alternative therapy, how would that affect your view of the therapy?"

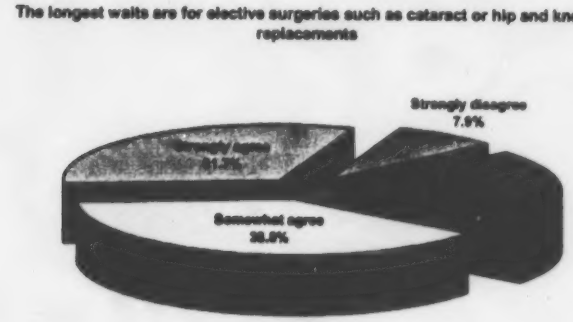

If a licensed physician offered and alternative therapy, how would that affect your view of the therapy?
I would be more likely to believe the therapy was effective if it were offered by a physician
55.6%
I would be less likely to believe the therapy was effective if a physician offered it
8.4%
I would judge the therapy on its own merits no matter who provided it
36.0%

25. "The next section deals with waiting times for surgery and diagnostic tests. Please rate each issue…"

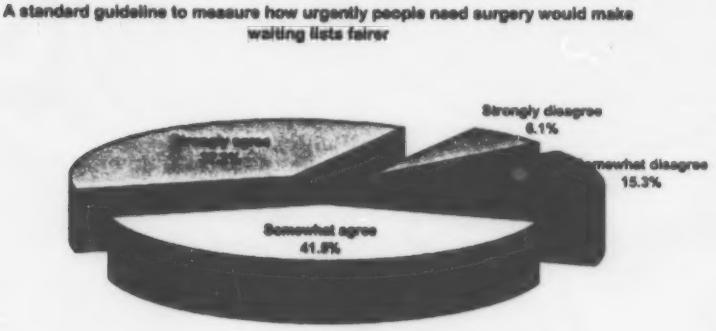
25. "People who need life-saving surgery receive it without delay"



26. "The longest waits are for elective surgeries such as cataract or hip and knee replacements"


The longest waits are for elective surgeries such as cataract or hip and knee replacements
Strongly disagree
7.9%
Somewhat agree
38.8%

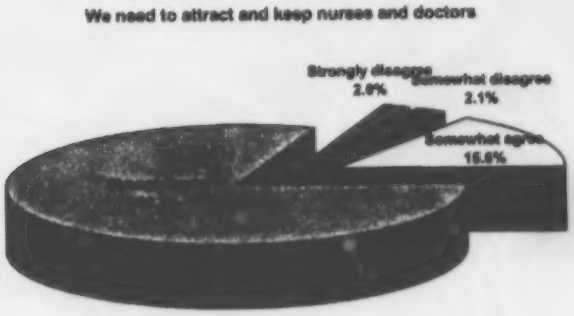
27. "A standard guideline to measure how urgently people need surgery would make waiting lists fairer"



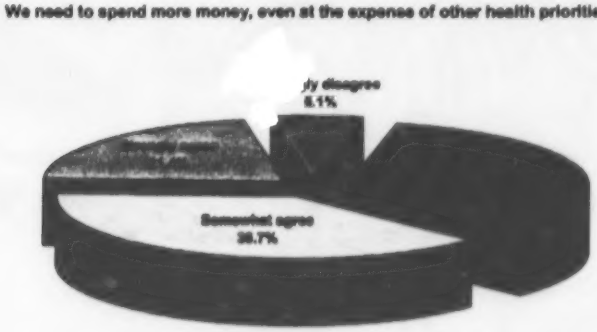
28. "Do you think more information about access to surgery should be available to the public?"

29. "For the following statements, please indicate your opinion as to whether or not it would help reduce waiting lists"

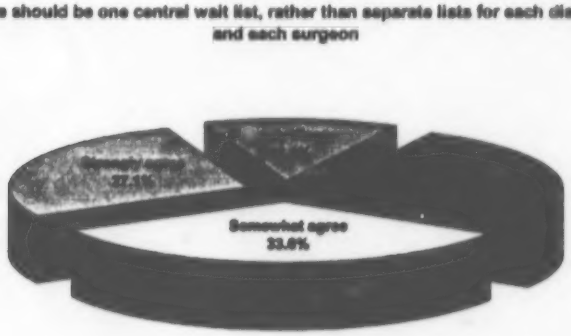
29. "We need to attract and keep nurses and doctors"



30. "We need to spend more money, even at the expense of other health priorities"



31. "There should be one central wait list, rather than separate lists for each district and each surgeon"

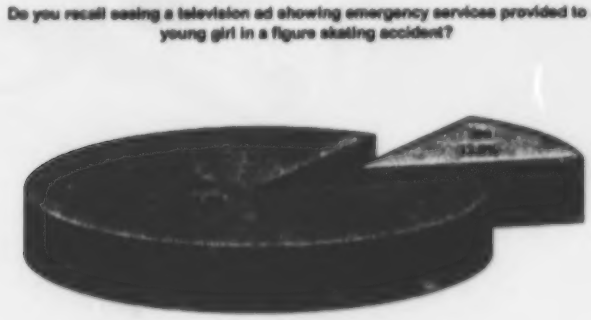


32. "Do you recall seeing any advertising recently for Saskatchewan Health?"

33. "What was the topic of that advertising?"

Of the 16.2% of respondents who recall seeing advertising for Saskatchewan Health, almost one-half (47.8%) were able to say what the topic of the advertising was. Exact responses are provided at the end of the report.

34. "Do you recall seeing a television ad showing emergency services provided to a young girl in a figure skating accident?"

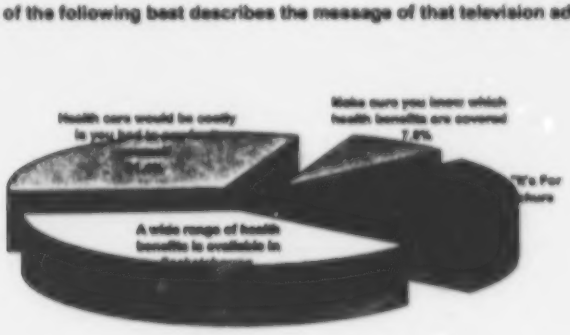


35. "Which of the following best describes the message of that television ad?"

Which of the following best describes the message of that television ad?
Make sure you know which health benefits are covered
9.2%
Got a copy of the "It's For Your Benefit" brochure
16.9%
A wide range of health benefits is available in Saskatchewan
25.0%

36. "Do you recall seeing a television ad showing home care services provided to an elderly man?"

37. "Which of the following best describes the message of that television ad?"


Which of the following best describes the message of that television ad?
Make sure you know which health benefits are covered
7.8%
A wide range of health

38. "Do you recall seeing a print ad about health benefits provided under Saskatchewan Medicare?"

39. "Which of the following best describes the message of that print ad?"

Which of the following best describes the message of that print ad?
Health care would be costly is you had to pay for it yourself
Make sure you know which benefits are covered 20.9%
A wide range of health benefits is available in Saskatchewan 29.4%
Get a copy of the "It's For Your Benefit" brochure 27.1%

Department/Crown commissioning the work:

Executive Council

Date:	December, **2001**
Supplier:	Fast Consulting Saskatoon
Cost:	$22,500.00

Omnibus
Provincial Public Opinion Survey

Prepared for:

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December 2001

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EXECUTIVE SUMMARY

- Federal issues that Saskatchewan residents tend to be most concerned with include health care, jobs and unemployment, international issues and the economy.
- Provincial issues that Saskatchewan residents tend to be most concerned with include health care, agriculture, jobs and unemployment and the provincial economy.
- The majority of residents approve of the way the provincial government is handling the environment, education, the policing of communities and the economy.
- The majority of Saskatchewan residents approve of increased funding for a program called the Serious and Habitual Offender Comprehensive Action Program and to expand serious crimes units.
- More than three quarters of residents agree that human activities are causing climate change.
- One half of Saskatchewan residents think climate change is a very important issue; more than one third think it is important but not critical.
- The majority of Saskatchewan residents are confident that their drinking water is safe.
- The majority of residents agree they would be willing to pay higher rates to make their drinking water safe or to generally improve drinking water quality.
- The majority of residents think the post-secondary education and training system in Saskatchewan is the same or better than that of the rest of the country.
- The large majority of residents think the quality of Saskatchewan's training programs are adequate or better.

METHODOLOGY

Fast Consulting was retained by the Government of Saskatchewan to conduct the December 2001 public opinion survey with a representative sample of the Saskatchewan population. The December Omnibus Survey contains questions designed to explore public opinion in the areas of:

- federal issues of importance to Saskatchewan residents;
- provincial issues of importance to Saskatchewan residents;
- justice;
- Saskatchewan Environment and Resource Management;
- SaskWater; and
- post-secondary education and skills training.

Questions for the survey were provided by Saskatchewan Executive Council and assembled into an interview format by Fast Consulting. The questionnaire was pre-tested to ensure that all of the questions being asked in the interview were understood by the general public and the information being gathered addressed the public opinion research objectives.

The sample frame for this public opinion research survey was constructed to obtain complete interviews from a random sample of 1,000 households throughout Saskatchewan. To ensure proportionate representation from all areas of Saskatchewan, the province was divided into nine geographic sampling districts. Interview respondents were selected randomly from Saskatchewan telephone directories in each region using standard polling practices to ensure random selection of households and respondents. The sampling frame was also constructed to ensure proportionate representation of other important demographic characteristics evident within the provincial population such as gender, age, occupation, level of education and level of household income. This ensures that the opinions of all the various types of people who reside in Saskatchewan are proportionately represented in the statistical measurements documented in this report.

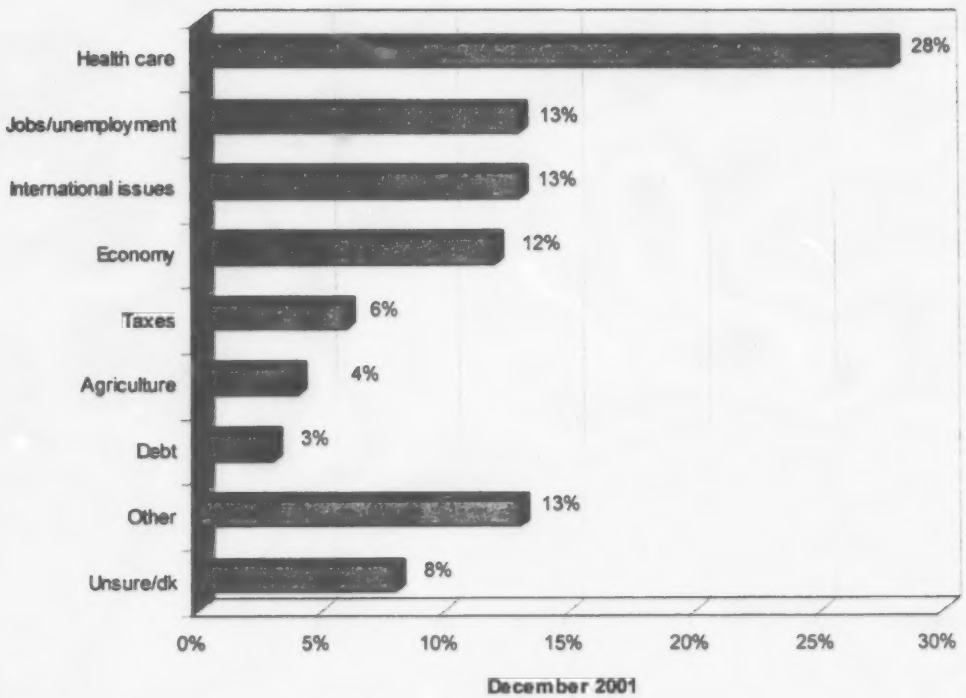
One thousand residents of the province were interviewed between Monday, December 10 and Wednesday, December 19, 2001. Interviews were conducted by telephone at times that were appropriate and convenient for respondents - weekdays between the hours of 5:00 p.m. and 9:00 p.m. and weekends between the hours of 11:00 a.m. and 3:00 p.m. All interviews were conducted by Fast Consulting's in-house public opinion interviewers using our *Computer Aided Telephone Interviewing* (CATI) call centre.

The Omnibus survey sample size of 1,000 people yields public opinion measurements with a statistical level of confidence of 95 percent within an overall margin of error of plus or minus 3.1 percentage points: reliable results with low variability. Frequency charts for all public opinion issues are illustrated in this report.

Fast Consulting designed and implemented programs to facilitate the statistical analysis of data using the industry standard SPSS computer program (Statistical Package for Social Sciences). Data checking procedures were utilized at all times to ensure accuracy of the data. In addition, statistical tests were conducted on the demographics to check for reliability and validity of the survey data.

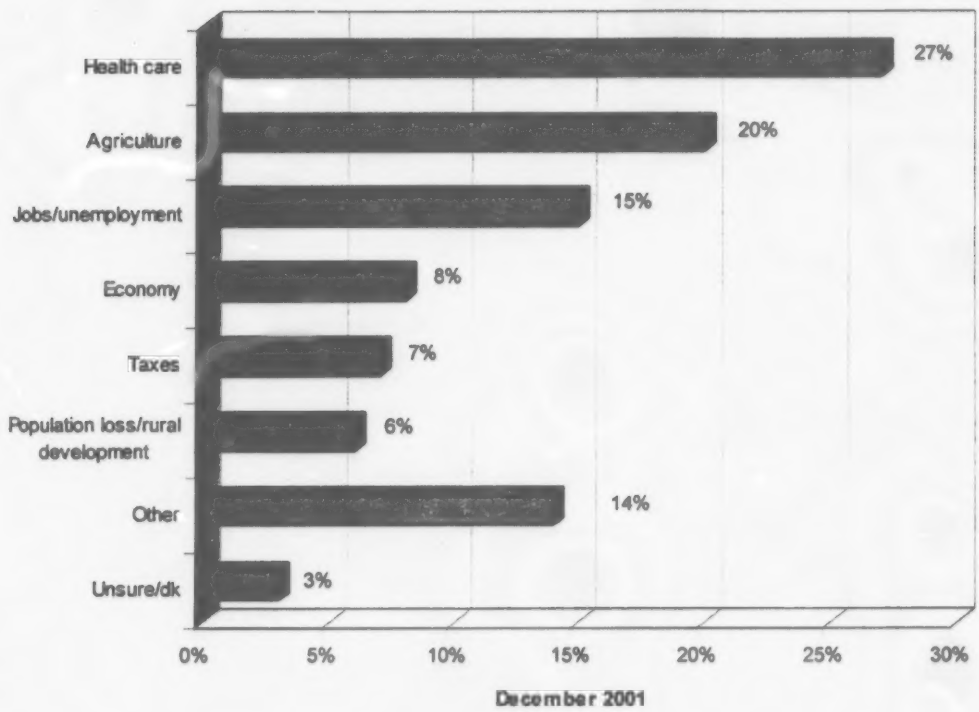
1.0 GENERAL ISSUES

Question 1. What do you think is the most important issue facing Canada today?



- According to 28% of Saskatchewan residents, the most important issue facing Canada today is the health care system. Other important issues include jobs and unemployment (13%), international issues (13%), the economy (12%), federal taxes (6%), agriculture (4%) and the national deficit and accumulated debt (3%).
- Approximately 13% of respondents are primarily concerned with 'other' issues such as the federal government in general (4%), crime and poverty (2%), national unity (1%), Native issues (1%) and education (1%).

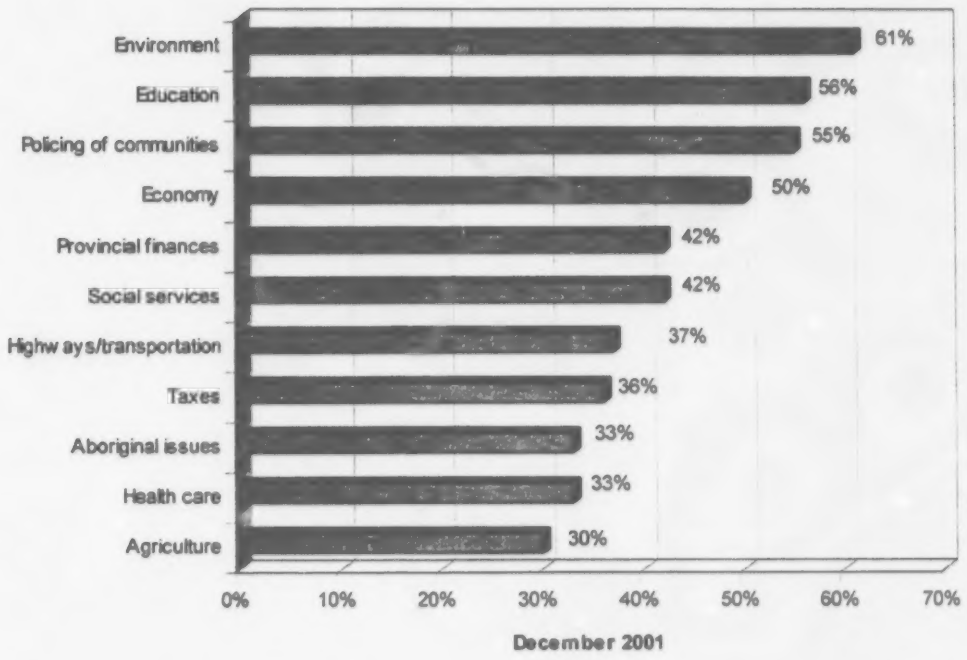
Question 2. What do you think is the most important issue facing the province of Saskatchewan today?



- The most important issue facing the province today, according to 27% of Saskatchewan residents, is health care. Approximately 20% of residents are concerned primarily with agriculture, 15% with jobs and unemployment, 8% with the provincial economy, 7% with provincial taxes and 6% are concerned with population loss and rural development.

- Included among 'other' important issues identified by 14% of respondents are the provincial government in general (3%), the provincial debt (2%), Native issues (2%), crime and poverty (1%) and business and industry (1%).

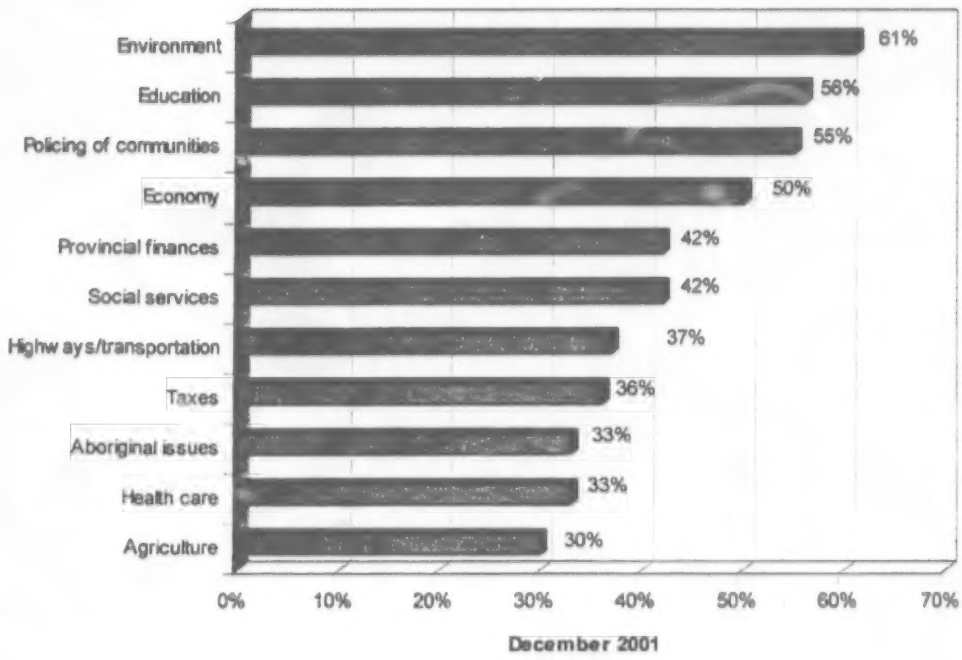
Question 3. How much do you approve of the way the provincial government is handling the following...



Note: the above chart combines strongly and moderately approve to give a combined approval rating.

- The majority of Saskatchewan residents approve of the way the provincial government is handling the environment (61%), education (56%), the policing of communities (55%) and the economy (50%).
- More than one third approve of the way the provincial government is handling provincial finances (42%), social services (42%), highways and transportation (37%), taxes (36%), Aboriginal issues (33%) and health care (33%).
- More than one quarter approve of the way the provincial government is handling agriculture (30%).

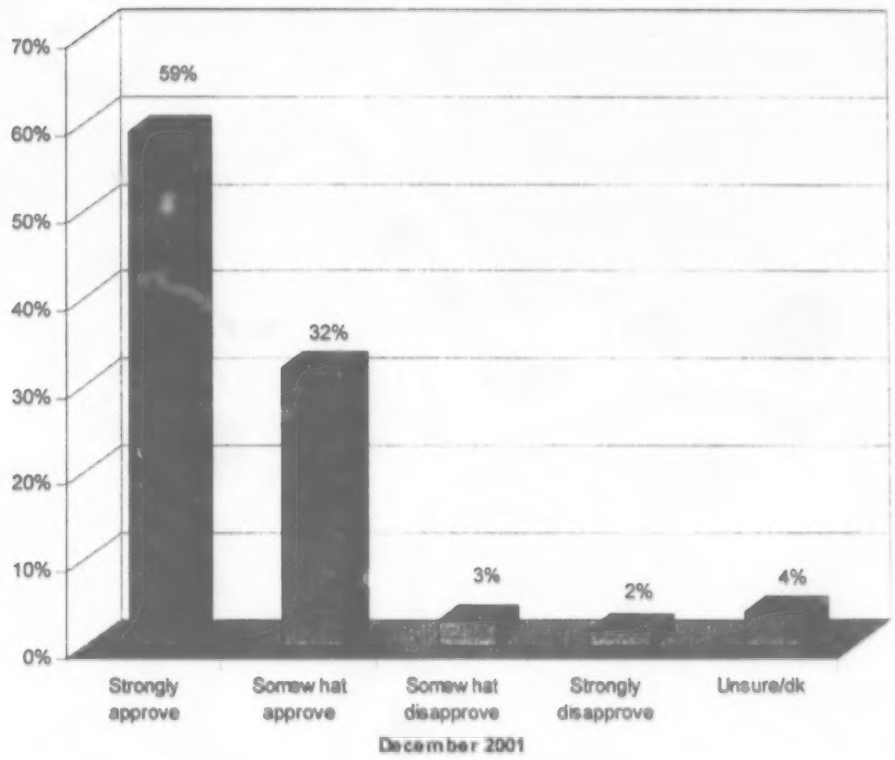
Question 3. How much do you approve of the way the provincial government is handling the following...



Note: the above chart combines strongly and moderately approve to give a combined approval rating.

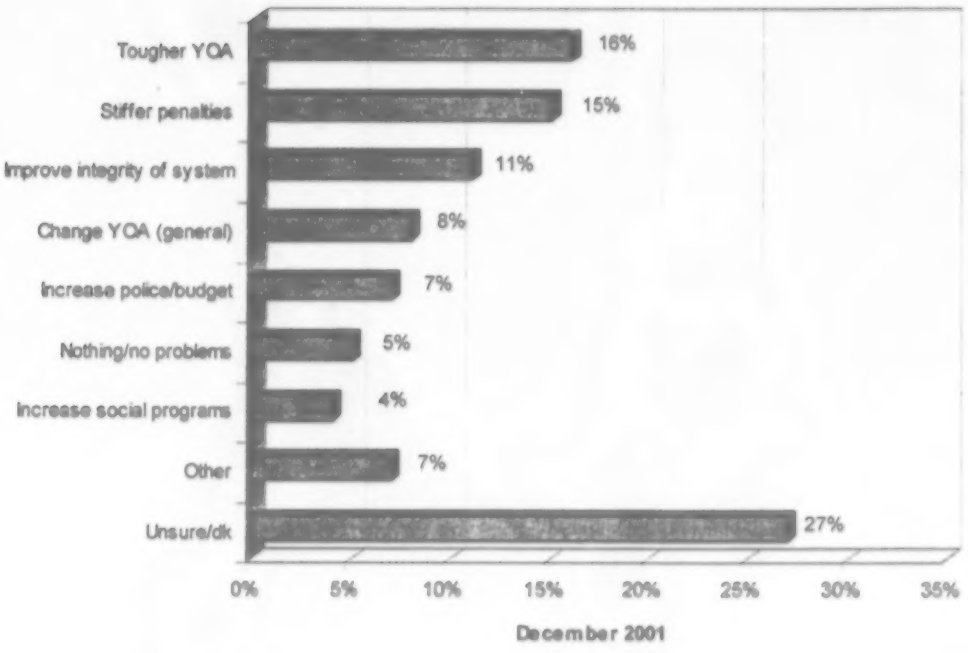
- The majority of Saskatchewan residents approve of the way the provincial government is handling the environment (61%), education (56%), the policing of communities (55%) and the economy (50%).
- More than one third approve of the way the provincial government is handling provincial finances (42%), social services (42%), highways and transportation (37%), taxes (36%), Aboriginal issues (33%) and health care (33%).
- More than one quarter approve of the way the provincial government is handling agriculture (30%).

Question 6b. In the recent budget the government increased funding to expand serious crime units to Moose Jaw, Prince Albert, Estevan and Weyburn, to fight crimes like the drug and sex trade, child pornography, and money laundering committed by organized groups like motorcycle gangs. Serious crime units brings together the RCMP, city police forces, and a special prosecution team.



- The large majority (91%) of residents approve of increased funding to expand serious crime units in Saskatchewan.

Question 7. What would you like to see changed about the way Saskatchewan's government manages policing and the justice system?

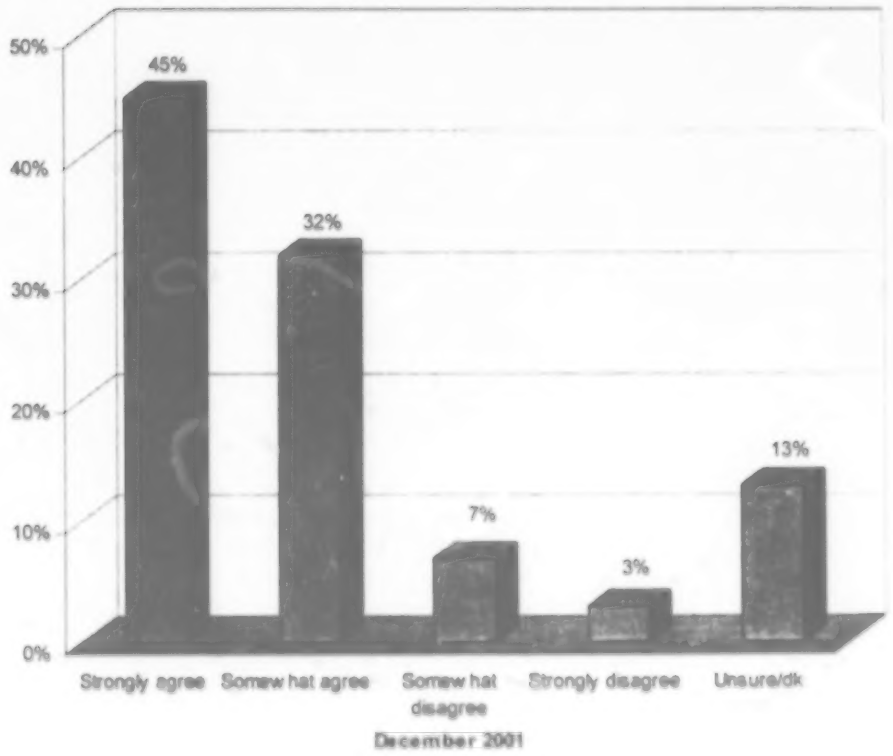


- Approximately 16% of Saskatchewan residents would like the government to enforce a tougher young offenders act, 15% would like stiffer penalties for offenders, 11% mention improving the integrity of the system, 8% would like changes to the young offenders act in general and 7% would like the government to increase the budget and hire more police.

- About 7% of respondents mention 'other' changes they would like to see in the justice system such as dealing with Native issues more effectively (2%), increasing communications with communities (2%) and increasing funding to all areas (1%).

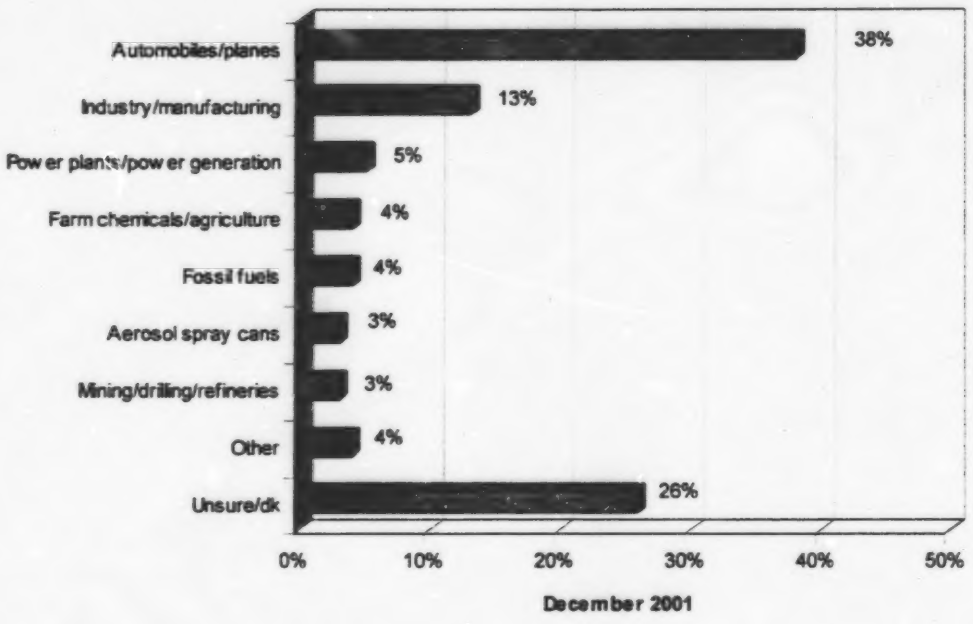
3.0 SASKATCHEWAN ENVIRONMENT & RESOURCE MANAGEMENT

Question 8. You may have heard about climate change or global warming. Man made emissions of carbon dioxide and other substances, referred to as greenhouse gases (GHG), are said to be trapping heat from the sun within the earth's atmosphere and raising global temperatures, similar to how a greenhouse's window captures the sun's heat. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that human activities are causing climate change?



- More than three quarters (77%) agree that human activities are causing climate change.

Question 9. Which human activities are among the more important sources of greenhouse gas emissions in Saskatchewan?



- More than one third (38%) of residents think automobiles and planes are the most important sources of greenhouse gas emissions in Saskatchewan.

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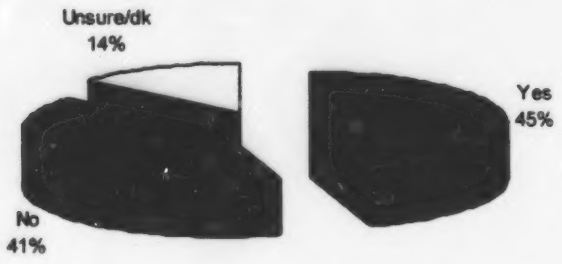
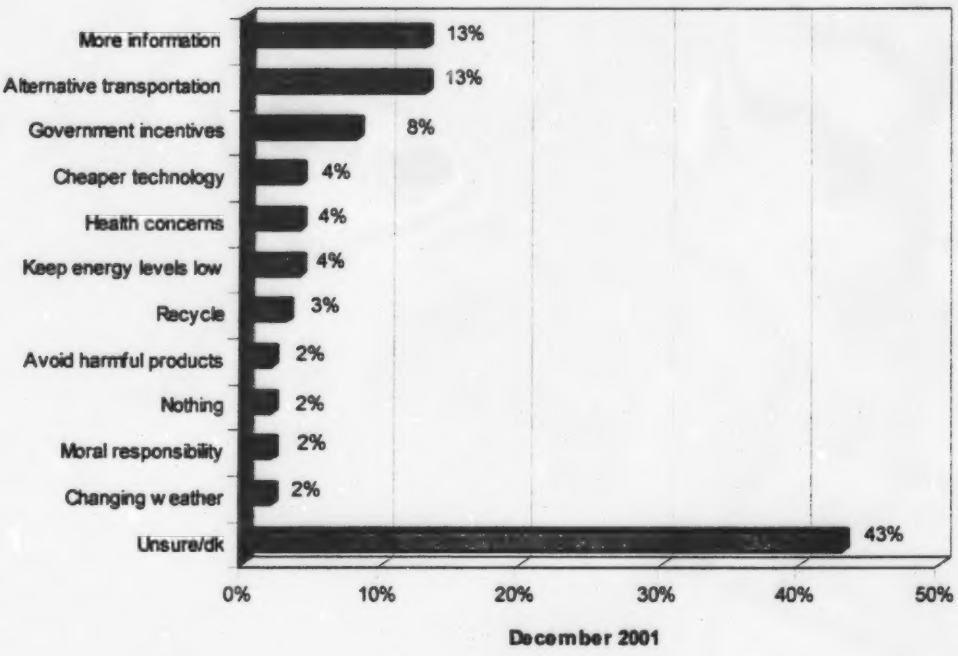
Question 10. Have you changed any of your actions to reduce global warming?



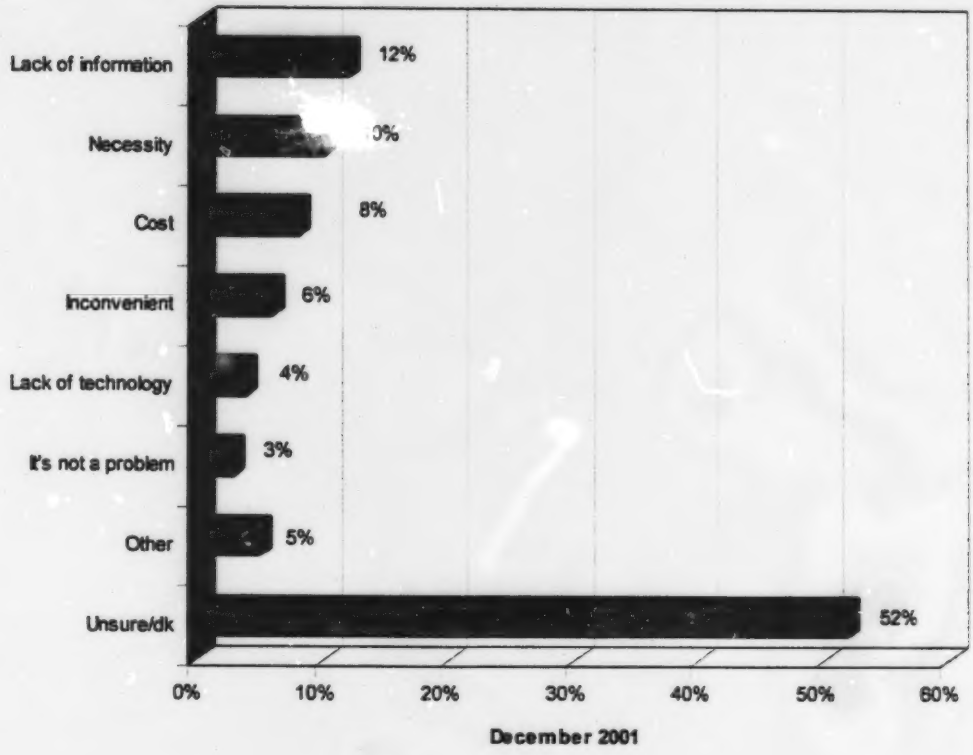
- Approximately 45% of Saskatchewan residents indicate they have changed some of their actions to reduce global warming.

Question 11. What might lead you to take personal action to reduce your emissions of greenhouse gases?



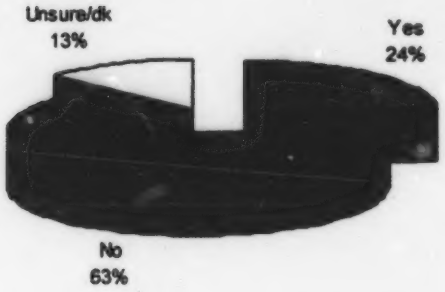
- Approximately 13% of Saskatchewan residents think more information about the effects of greenhouse gas emissions would encourage them to reduce their greenhouse gas emissions and another 13% think more available alternative transportation such as public transportation, car pooling, walking and biking would encourage them to reduce their greenhouse gas emissions.

Question 12. What might be preventing you from taking personal action to reduce your emissions of greenhouse gases?



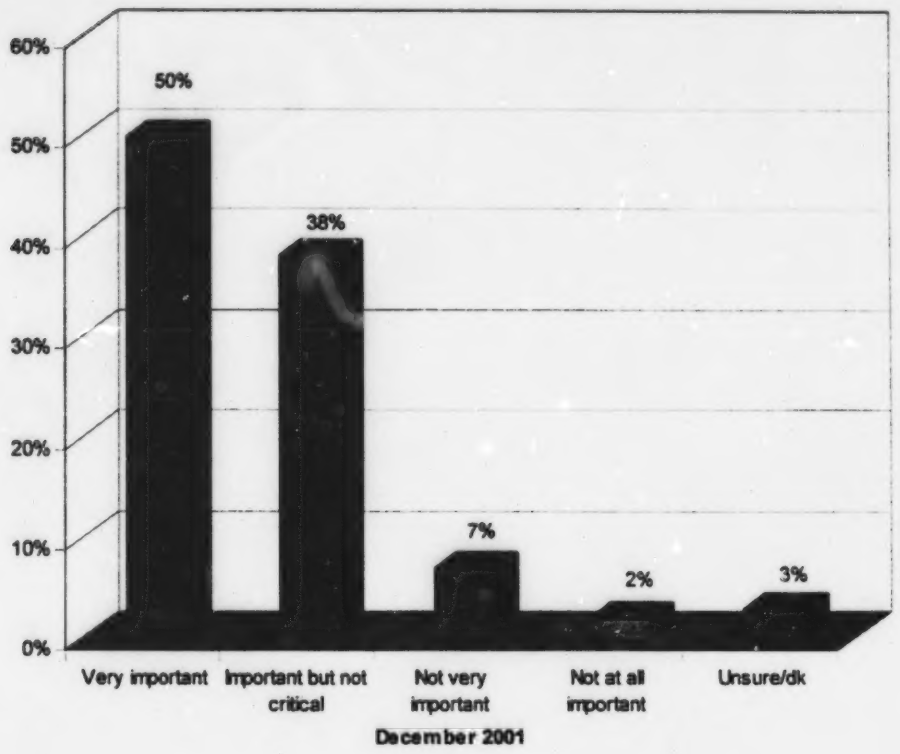
- Approximately 12% of Saskatchewan residents indicate a lack of information is preventing them from taking action on climate change and 10% think there is no necessity to take action.

Question 13. Are you aware of any actions that government or industry has taken to address climate change?



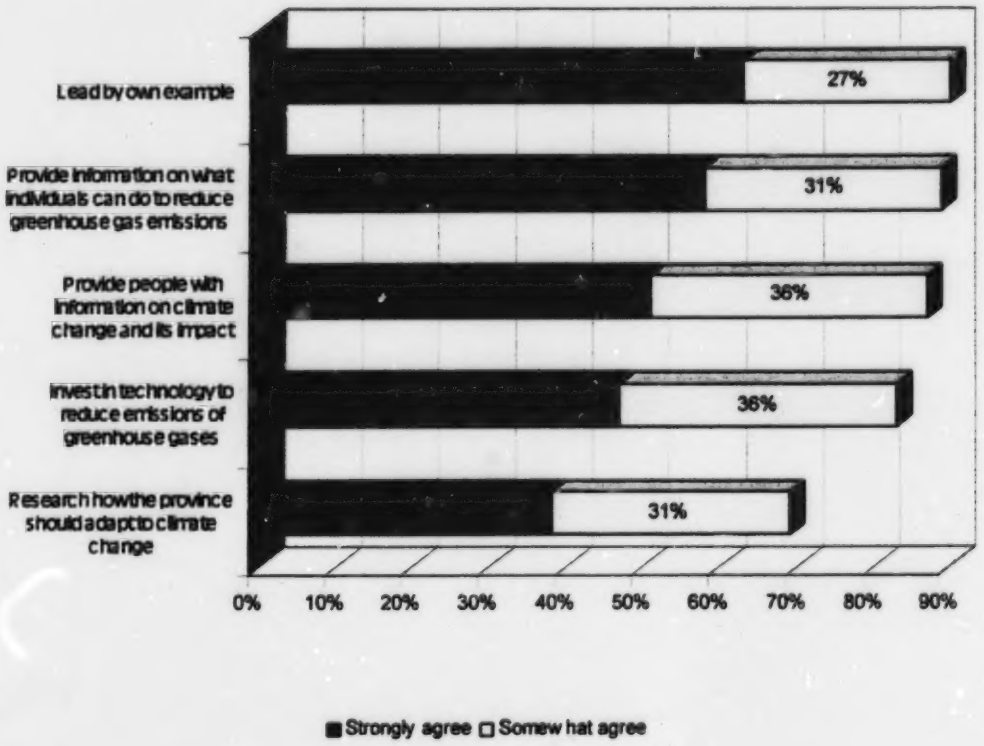
- One quarter (24%) of residents are aware of any actions that government or industry has taken to address climate change.

Question 14. Do you think climate change is a very important issue, important but not as critical, not very important or not at all important?



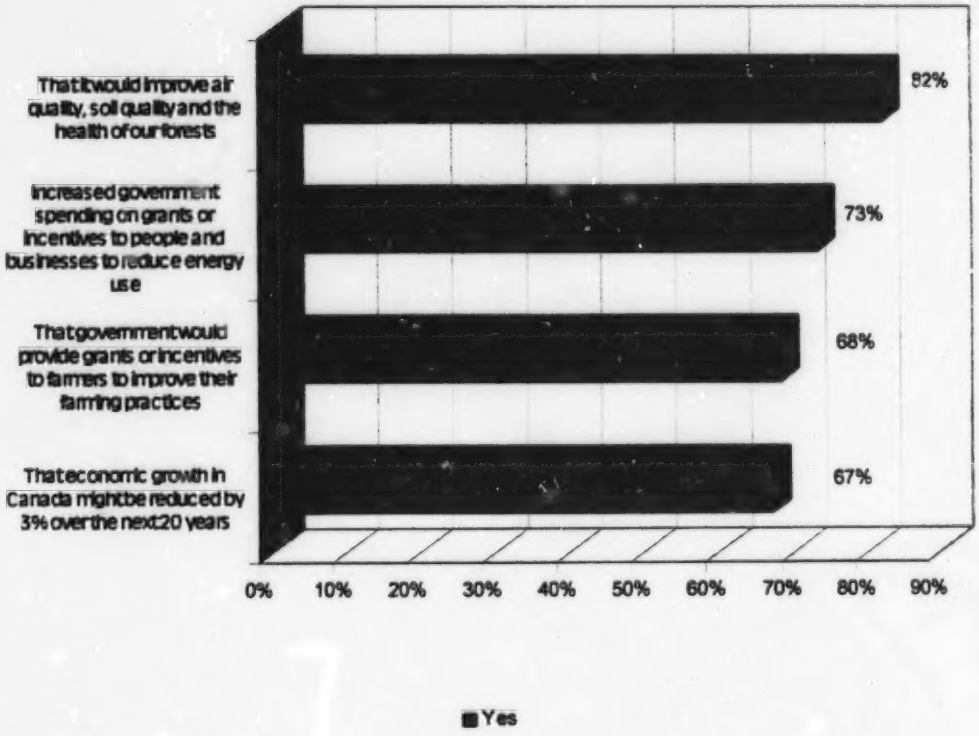
- One half (50%) of Saskatchewan residents think climate change is a very important issue, another 38% think it is important by not critical.

Question 15. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that the province should:



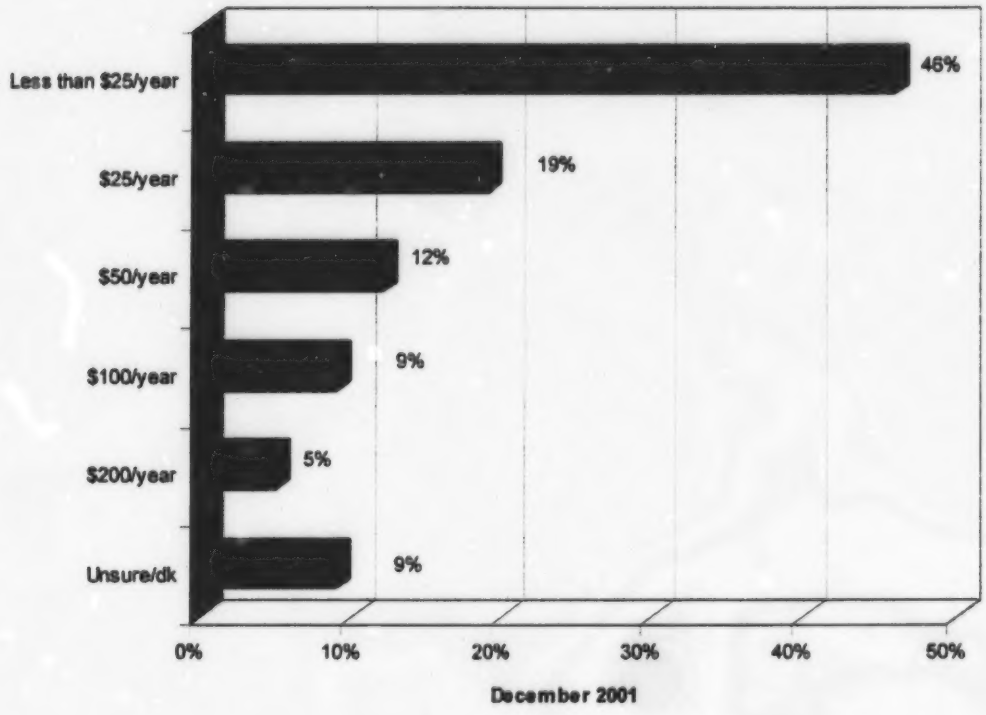
- The large majority of Saskatchewan residents agree the provincial government should lead by example by reducing its own greenhouse gas emissions (90%), the government should provide information on what individuals can do to reduce greenhouse gas emissions (89%), provide people with information on climate change and its impact (87%), invest in technology to reduce emissions of greenhouse gases (83%) and research how the province should adapt to climate change (69%).

Question 16. Should Saskatchewan support an international treaty that would require Canada as a whole to reduce its emissions of greenhouse gases if this means:



- More than two thirds of residents agree Saskatchewan should support an international treaty that would require Canada as a whole to reduce its emissions of greenhouse gases if it meant improving air quality in cities, soil quality on farms and the health of Saskatchewan forests (82%), increasing government spending on grants or other financial incentives to people and businesses to reduce energy use (73%), that government would provide grants or other financial incentives to farmers to improve their farming practices (68%) and that economic growth in Canada might be reduced by 3 per cent over the next 20 years (67%).

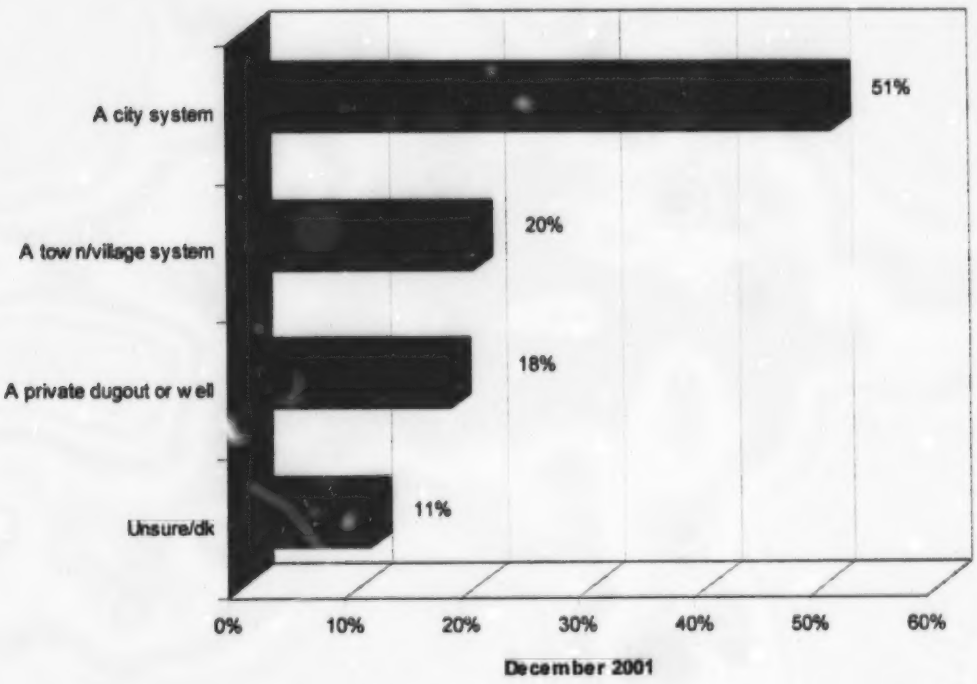
Question 17. Current analysis suggests that for Canada to meet its commitment in the Kyoto Protocol substantial efforts must be made to reduce greenhouse gas emissions from energy use. These efforts may increase the cost of electricity, natural gas or fuels. How much of an increase in your energy costs would you be willing to pay to support efforts to meet the greenhouse gas emission reduction targets that Canada may agree to in the Kyoto Protocol?



- Almost one half (46%) of Saskatchewan residents would be willing to less than $25 a year to support efforts to meet the greenhouse gas emission reduction targets that Canada may agree to targets set out in the Kyoto Protocol.

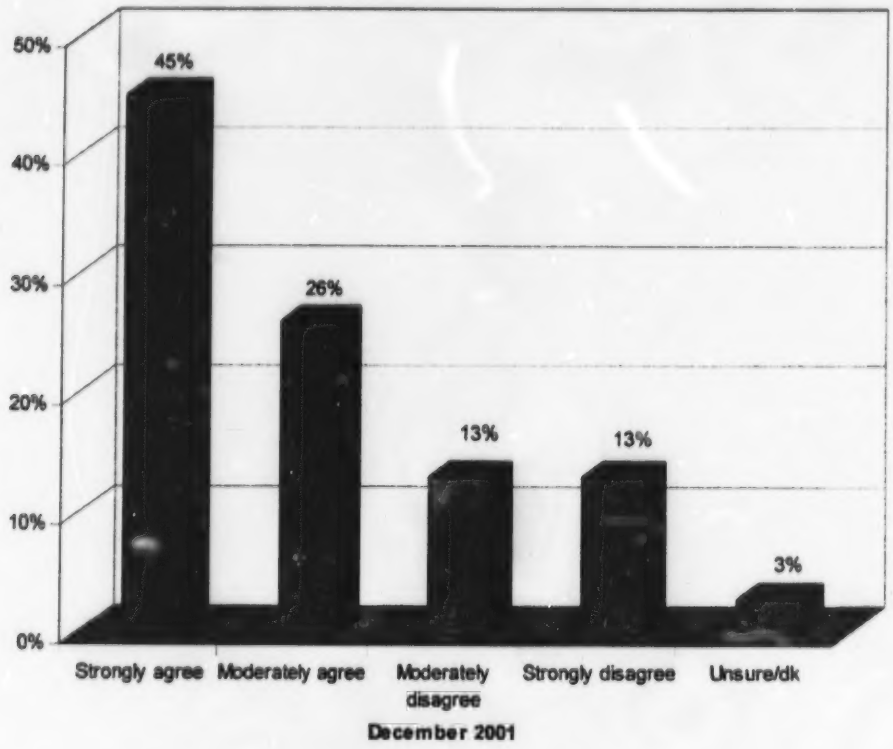
4.0 SASKWATER

Question 22. Can you tell me where your tap water comes from?



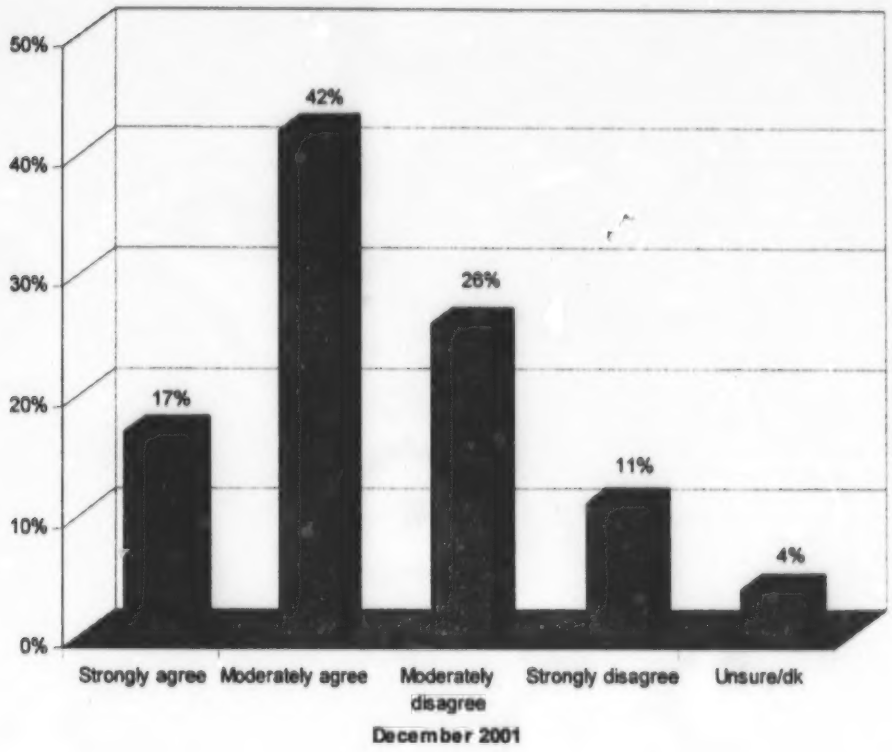
- The majority (51%) of Saskatchewan residents indicate their drinking water comes from a city system, 20% from a town or village system and 18% say their drinking water comes from a private dugout or well.

Question 23. Please tell me if you agree; I am confident that my drinking water is safe.



- The majority (71%) of Saskatchewan residents are confident that their drinking water is safe.

Question 24. Saskatchewan residents have safe drinking water.

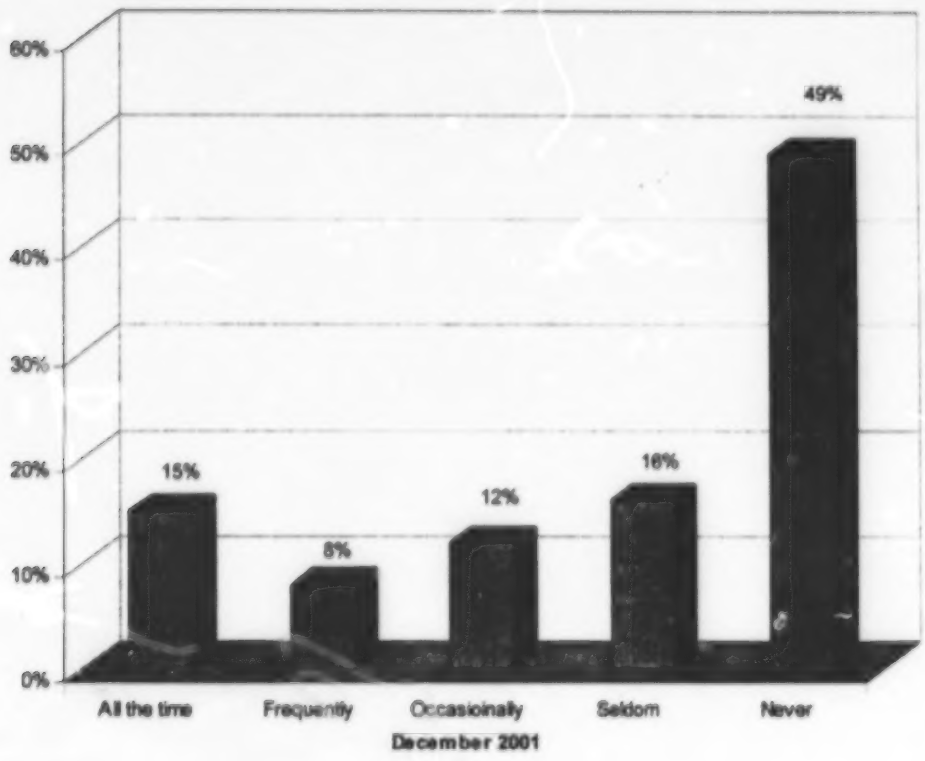


- The majority (59%) of residents agree Saskatchewan residents have safe drinking water.

Question 25. Do you use any additional in-house water purification system such as a filter attached to your tap or a reverse osmosis filter?

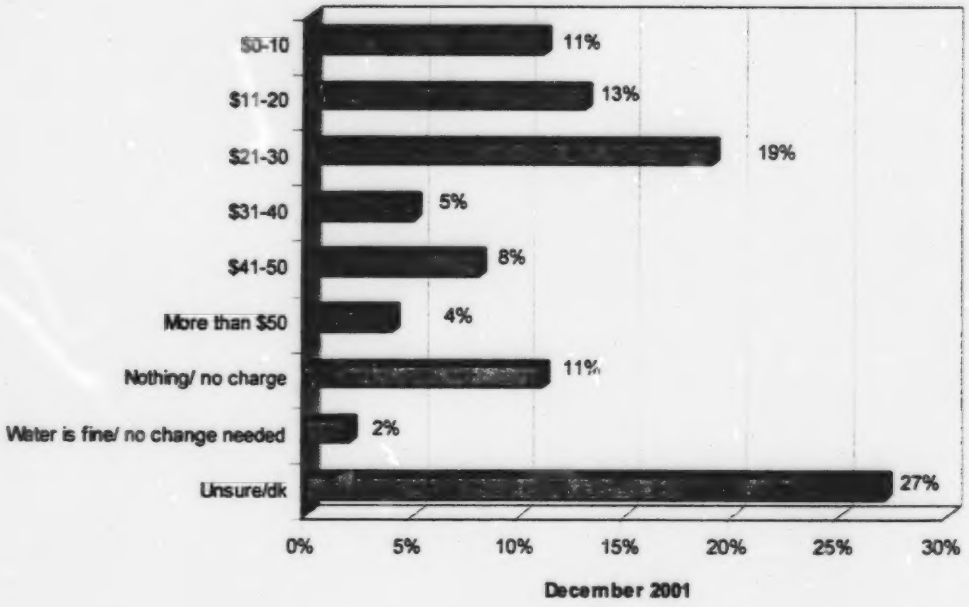
- More than one third (35%) of Saskatchewan residents use an additional in-house water purification system.

Question 26. How often do you purchase bottled water for use at home?



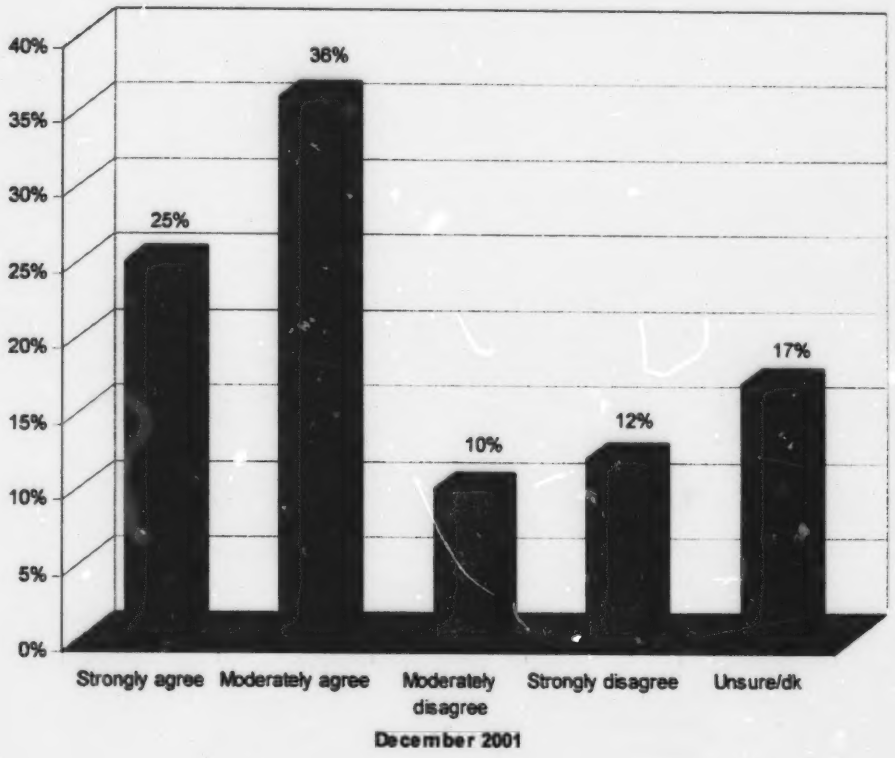
- Approximately one half (49%) of residents never purchase bottled water for use at home; 23% say they do frequently or all the time.

Question 27. What do you believe is a reasonable monthly household charge for quality drinking water from your tap?



- Approximately 43% of residents think $30 or less is a reasonable monthly household charge for quality drinking water from their tap.

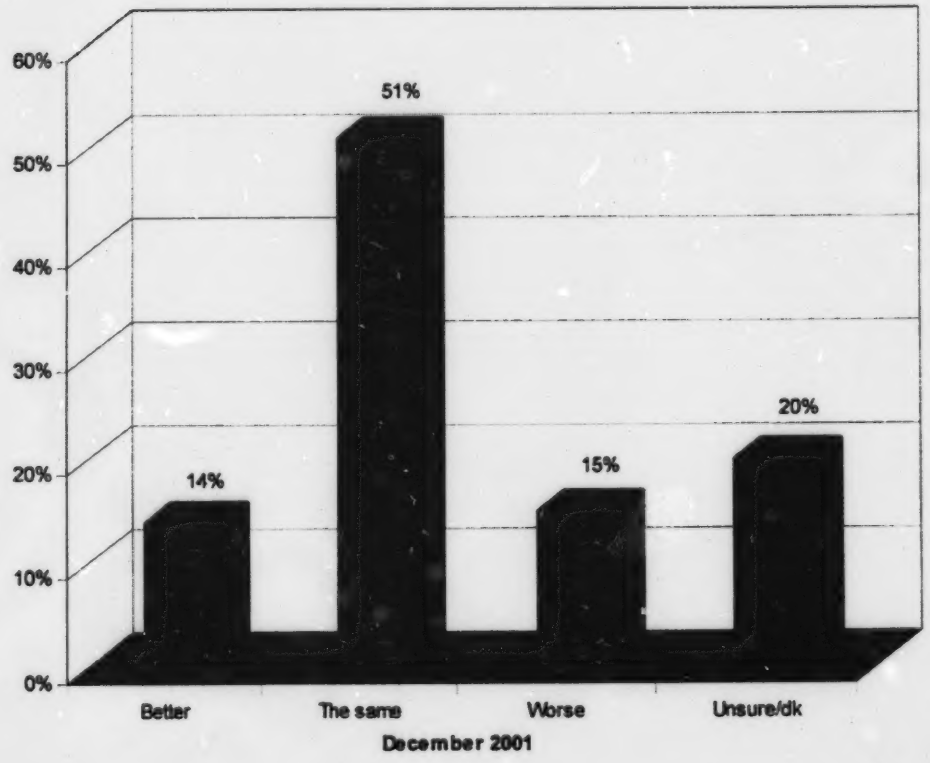
Question 28. If improvements are required to make my drinking water safe or to generally improve the drinking water quality, I would be willing to pay higher water rates.



- The majority (61%) of Saskatchewan residents agree they would be willing to pay higher water rates to make their drinking water safe or to generally improve the drinking water quality.

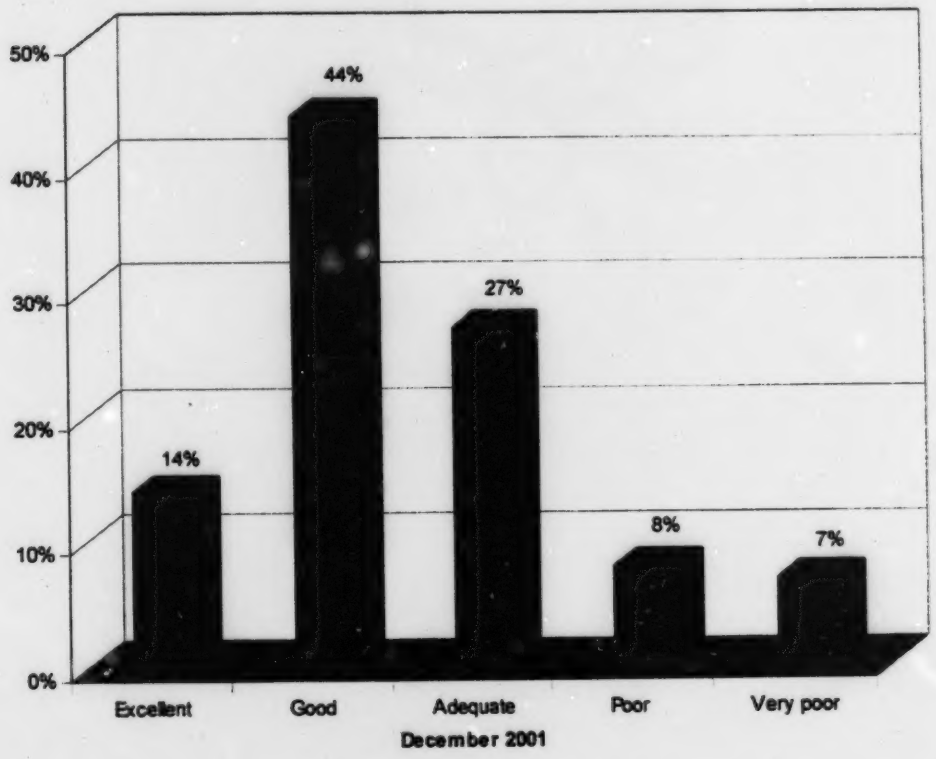
5.0 POST-SECONDARY EDUCATION & SKILLS TRAINING

Question 29. Compared to the rest of the country, do you think the post-secondary education and training system in Saskatchewan is better, the same or worse?



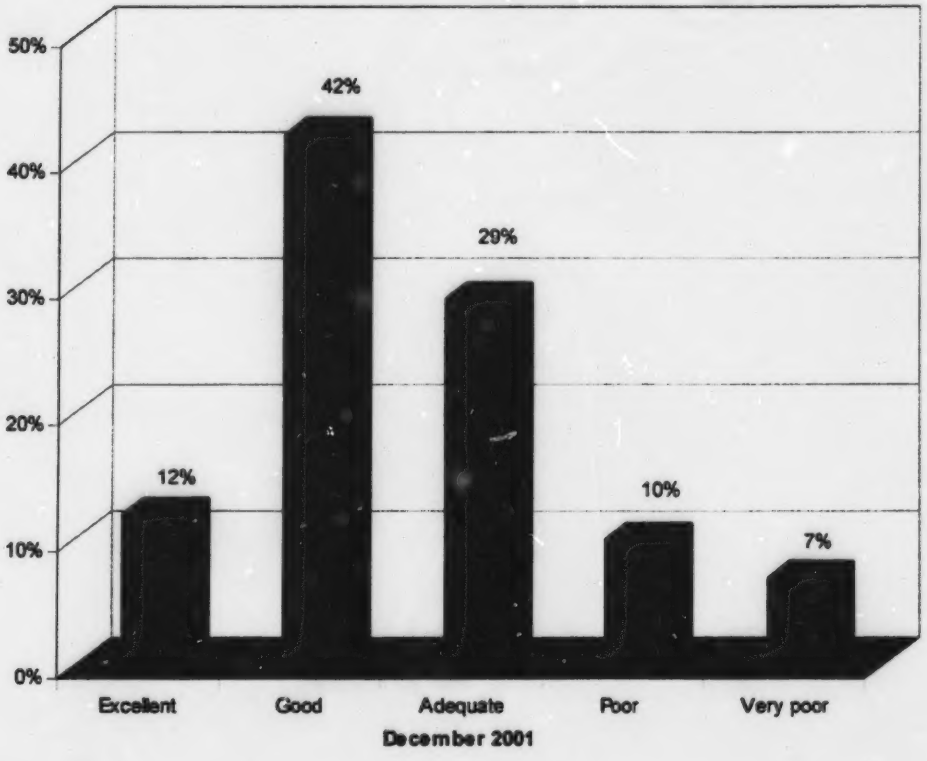
- The majority (65%) of residents think the post-secondary education and training system in Saskatchewan is the same or better than that of the rest of the country.

Question 30. Do you think the quality of Saskatchewan's post-secondary education and training is generally excellent, good, adequate, poor or very poor?



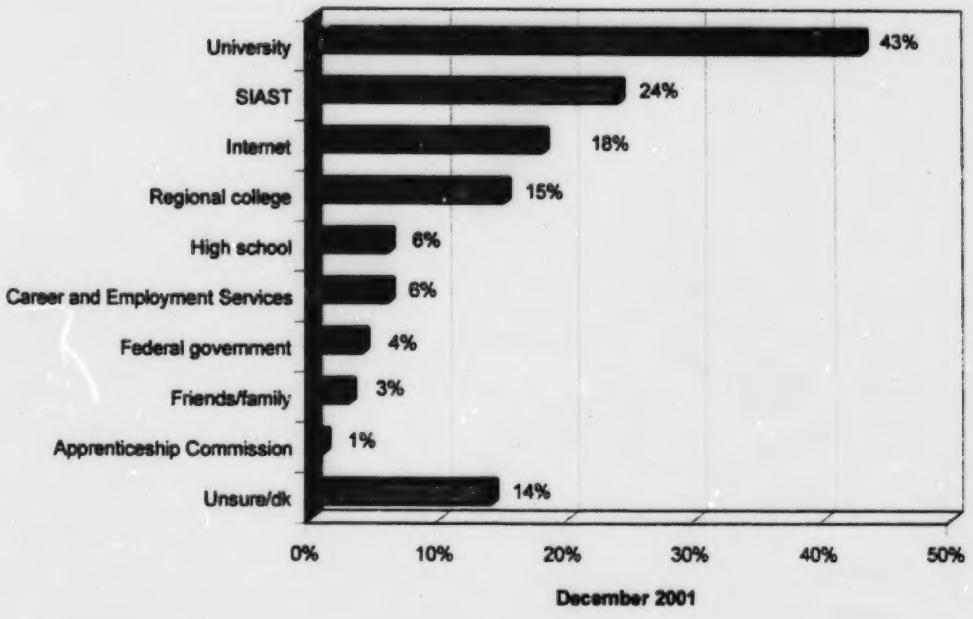
- The large majority (85%) of residents think the quality of Saskatchewan's training programs is adequate or better.

Question 31. How would you rate your level of awareness of Saskatchewan's post-secondary education and training system?



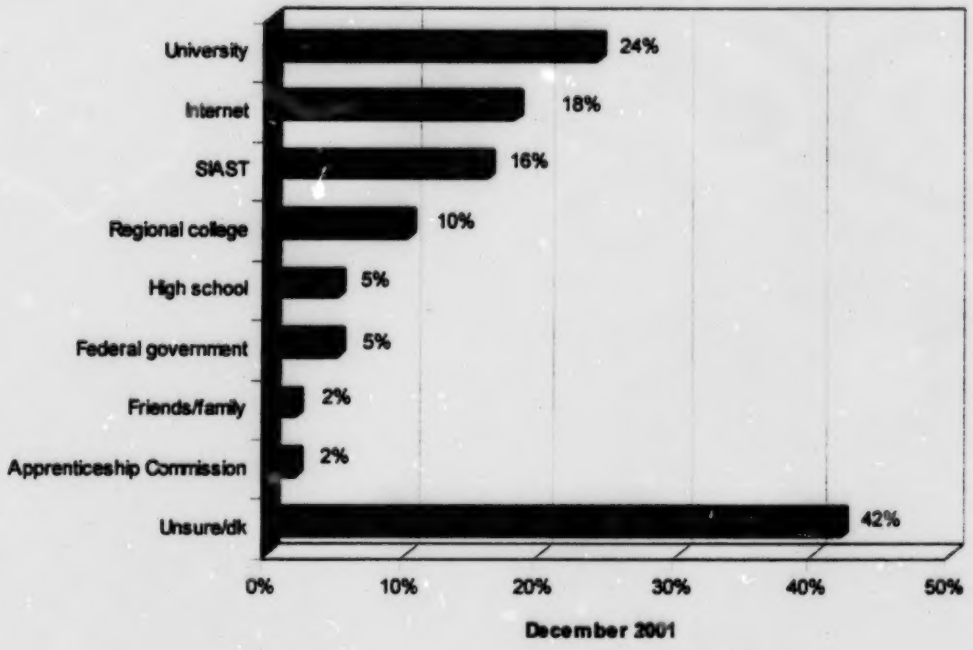
- The large majority (83%) of residents rate their level of awareness of Saskatchewan's post-secondary education and training system as adequate or better.

Question 32. Where would you go to get information about post-secondary education and training opportunities in Saskatchewan?



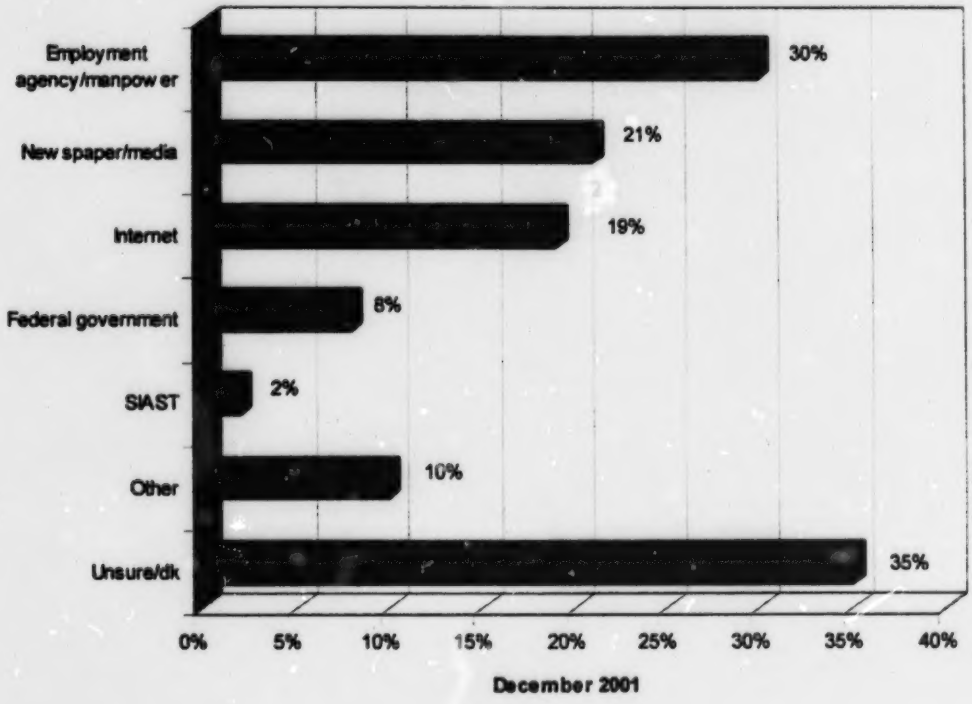
- Approximately 43% of residents would go to a university to get information about post-secondary education and training opportunities in Saskatchewan.

Question 33. Where would you go for career information?



- Approximately one quarter (24%) of Saskatchewan residents would go to a university for career information, 18% would search the Internet, 16% would get information from SIAST and 10% would obtain information from a regional college.

Question 34. Where would you go for information about job opportunities or to find workers?



- Approximately 30% of residents would go to an employment agency or 'Manpower' (HRDC) to get information about job opportunities or to find workers, 21% would go to newspapers or media and 19% would search the Internet.

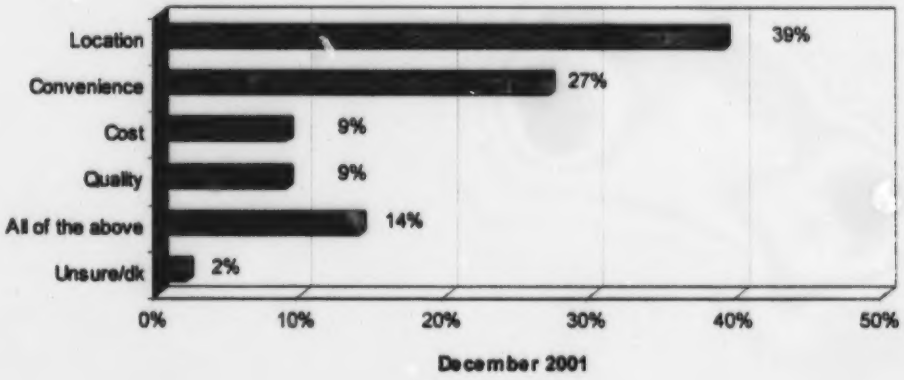
Question 35. In the past year, have you or one of your immediate family taken credited post-secondary education?

- More than one quarter (28%) of Saskatchewan residents indicate they or one of their immediate family have taken credited post-secondary education.

Question 36. Was this education from a Saskatchewan or a non-Saskatchewan institution?

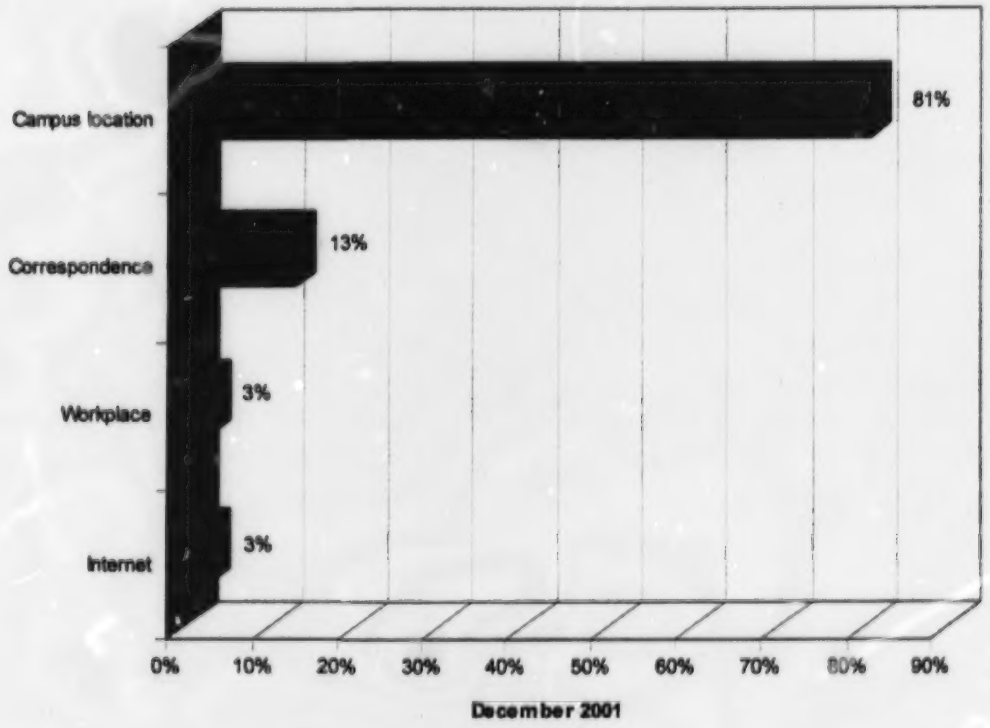
- Of those residents who indicate they or an immediate family member have taken credited post-secondary education, the large majority (81%) did so through a Saskatchewan institution (23% of all respondents).

Question 36b. Did you or your family member choose a Saskatchewan institution because of cost, convenience, location, quality, or other?



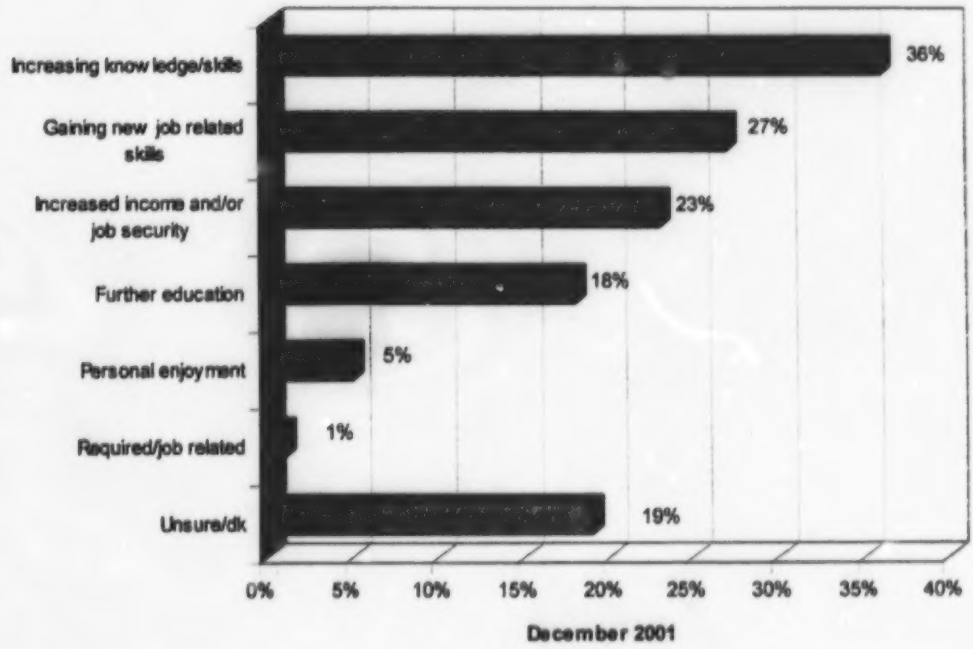
- Approximately 39% of those who chose a Saskatchewan institution for credited post-secondary education did so because of location (9% of all respondents) and 27% chose a Saskatchewan institution because of convenience (6% of all respondents).

Question 37. Did you or your family member take this training/education in person at a campus location, through correspondence, at the workplace, or via Internet?



- The large majority (81%) of those residents who indicate they or an immediate family member have taken credited post-secondary education took the training in person at a campus location (23% of all respondents).

Question 33. What were the primary reasons for your participation in post secondary education?



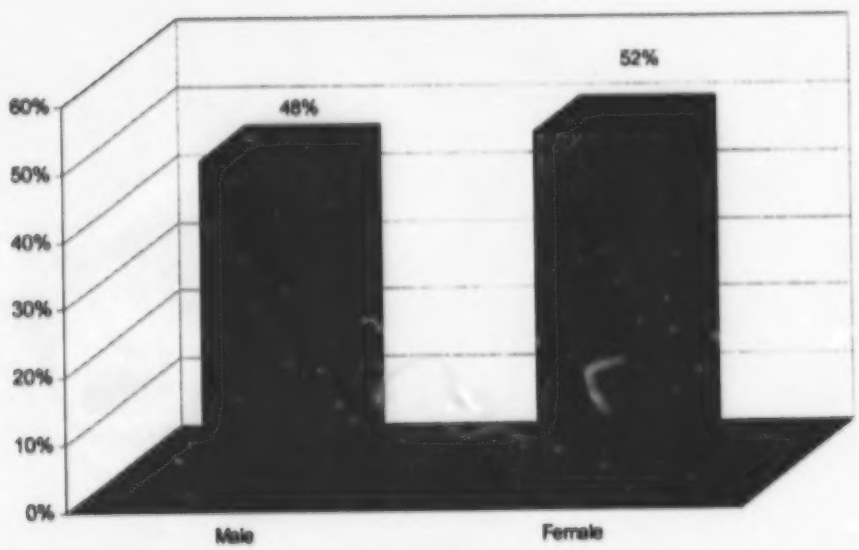
- Approximately 36% of those residents who indicate they or an immediate family member have taken credited post-secondary education did so to increase their knowledge and skills (10% of all respondents), 27% say it was to gain new job related skills (8% of all respondents) and 23% did so to increase their income and/or job security (7% of all respondents).

APPENDIX II SURVEY DEMOGRAPHICS

The omnibus public opinion sample frame is constructed to facilitate proportionate representation of various demographic characteristics evident within the province of Saskatchewan. This ensures that opinions of all the various types of residents in Saskatchewan are proportionately represented in the statistical measurements documented in this report. The demographic distributions from the survey sample generally parallel the province's actual population distributions, as measured by Statistics Canada census data.

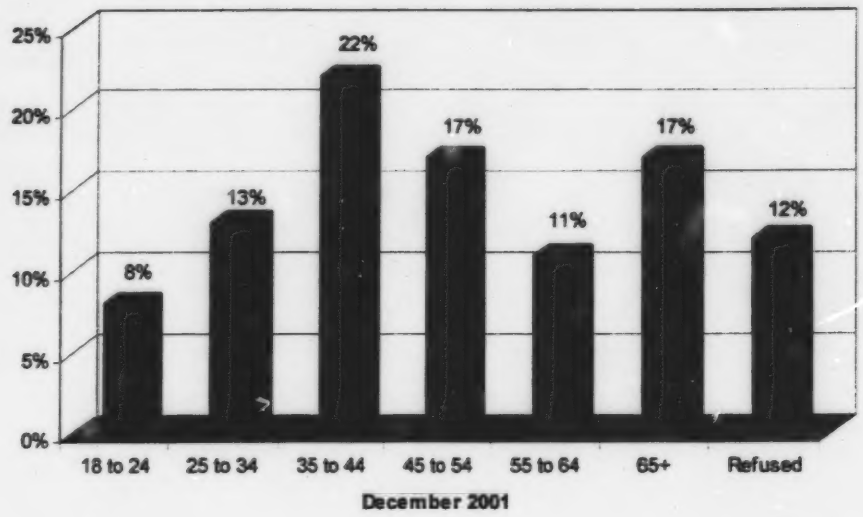
The omnibus survey sample size of 1,000 people yields public opinion measurements with a statistical level of confidence of 95 percent within an overall margin of error for the point estimates contained in this report of plus or minus 3.1 percentage points.

Survey sample gender distribution



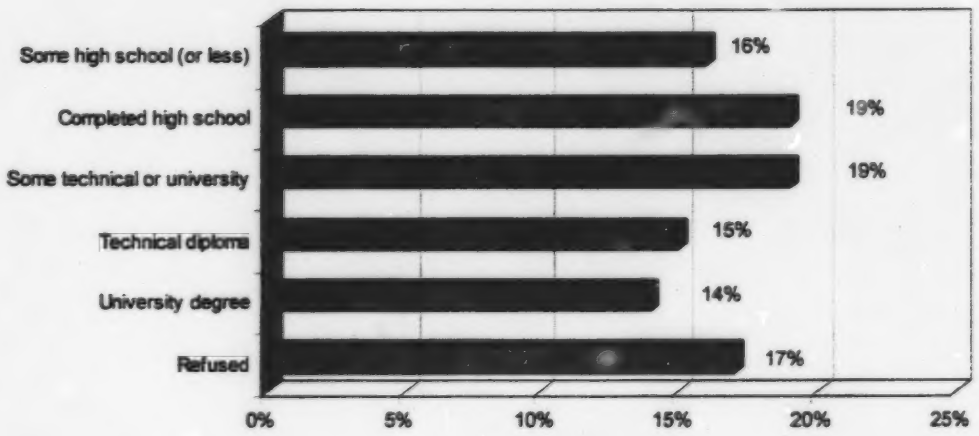
December 2001

Survey sample age distribution



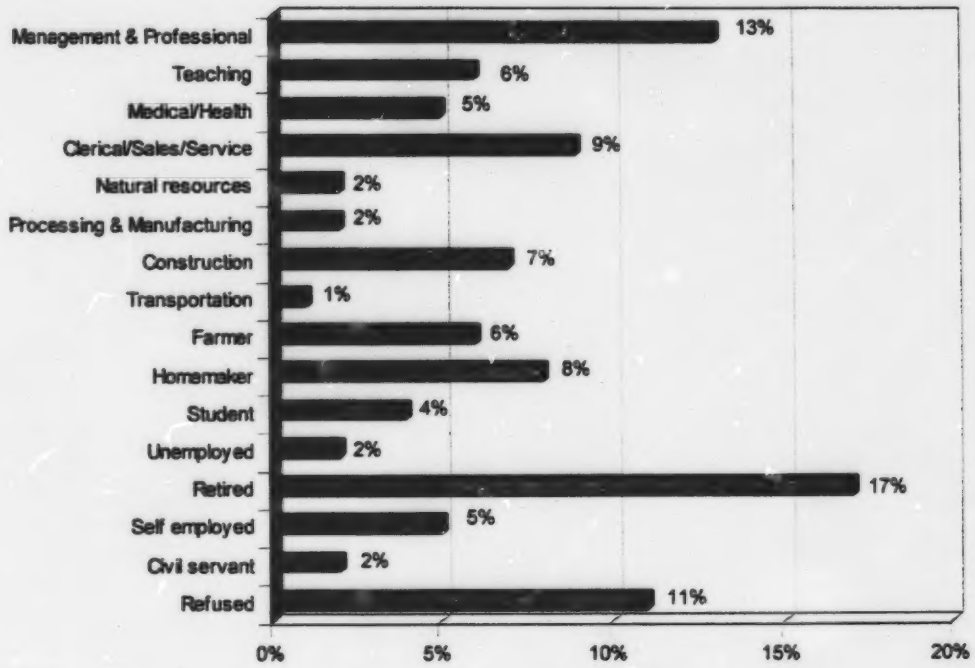
December 2001

Survey sample education distribution



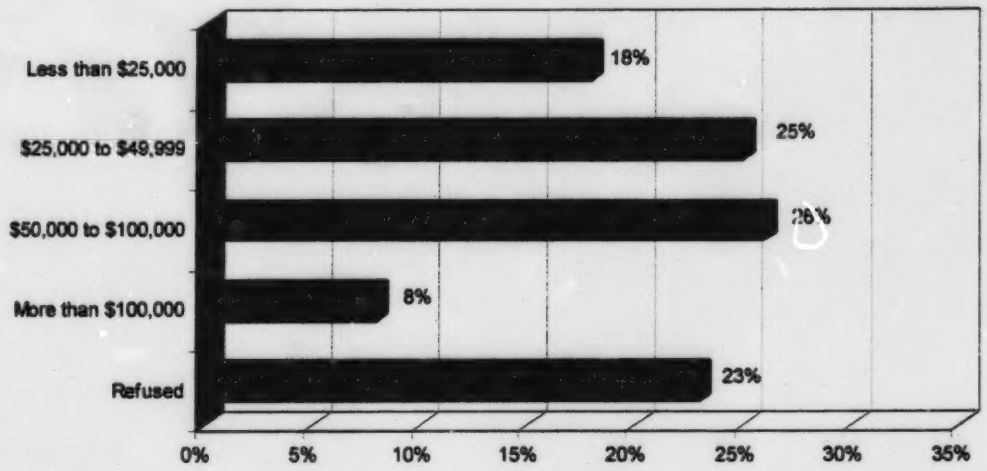
December 2001

Survey sample occupation distribution

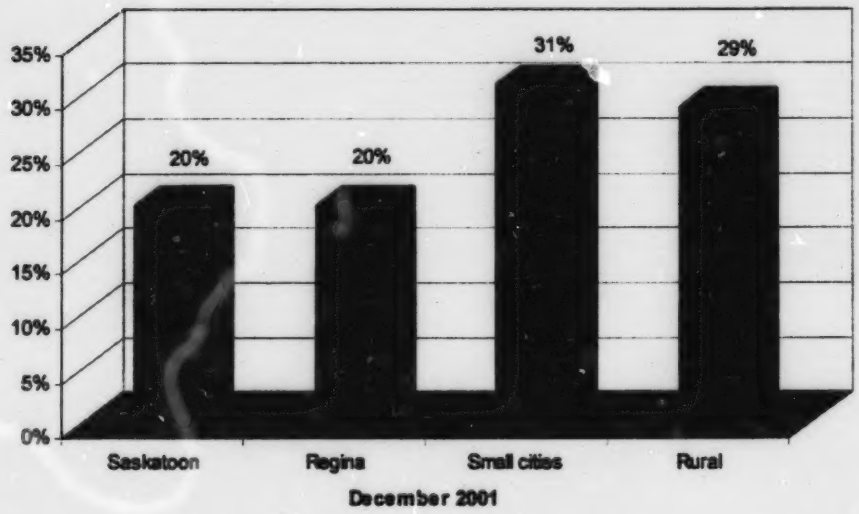


December 2001

Survey sample income distribution



Survey sample regional distribution



Department/Crown commissioning the work:

Saskatchewan Health

Date:	**December, 2001**
Supplier:	Sigma Analytics Data Mining & Research Regina
Cost:	$15,515.00

Report of a Poll
Concerning the Health Action Plan
Queries and Responses

Prepared for Saskatchewan Health

by

Sigma Analytics

December, 2001

Background & Methodology

This tracking poll was commissioned by Saskatchewan Health as part of its ongoing research into attitudes affecting the management of health care services.

The primary objectives of this poll are:

- To provide data that quantifies how Saskatchewan residents quantify the current level of health services provided, and
- To assist in evaluating attitudes toward the recently released ActionPlan.

The poll was conducted by telephone. A sample of Saskatchewan households was drawn by simple random sampling. Interviews were conducted between December 18th and December 20th between 5:00 p.m. and 9:00 p.m..

In excess of 1000 interviews with respondents aged 18 or older were completed. Taken as a whole, the results from a sample of this size are considered to be accurate within plus or minus 3.1 percentage points, 19 times out of 20.

The survey instrument was developed by Saskatchewan Health in consultation with Sigma Analytics. It contained 12 substantive queries plus six demographic queries.

Call lists were generated using a random number generator. Each telephone number was geo-coded by both postal code and community name. All related geographic post-stratification is based on this methodology.

Interpreting the results in this report should be done with the following considerations in mind:

- Polls are "snapshot" approximations of reality, valid within the indicated ranges at the time the poll is conducted. Trends in opinion may be under way at the time the "snapshot" of the poll is taken, or they may begin subsequent to the poll. These trends are not captured by a single poll.

- Responses to all questions are provided in the form of valid percent. "Valid percent" means the percentage response among those who answered the question as opposed to the percentage response among those who were asked the question. The difference between the two is that only valid percent represents an unbiased estimator of the true population parameter of interest. As such, valid percent enables comparison of results of previous studies. In this report, for each query, the percent who "Refused to answer" is provided separately. These respondents were not counted in the total from which the other figures are calculated.

Main Results

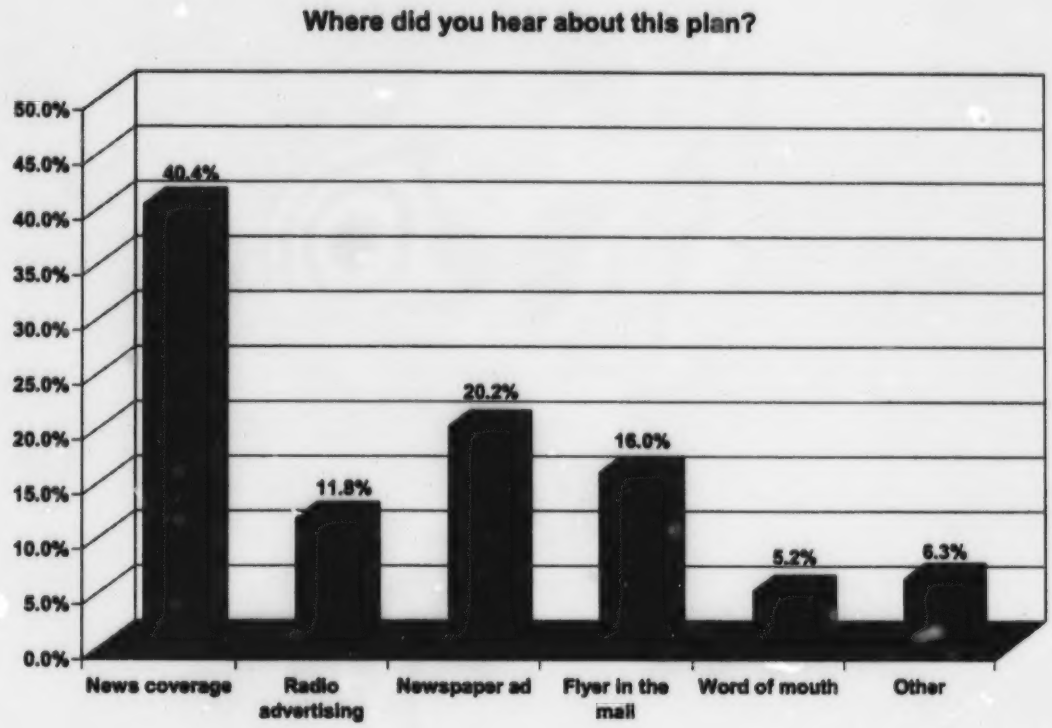
1. **Overall, how would you rate the current level of health services provided in the province?**

Overall, how would you rate the current level of health services provided in the province?

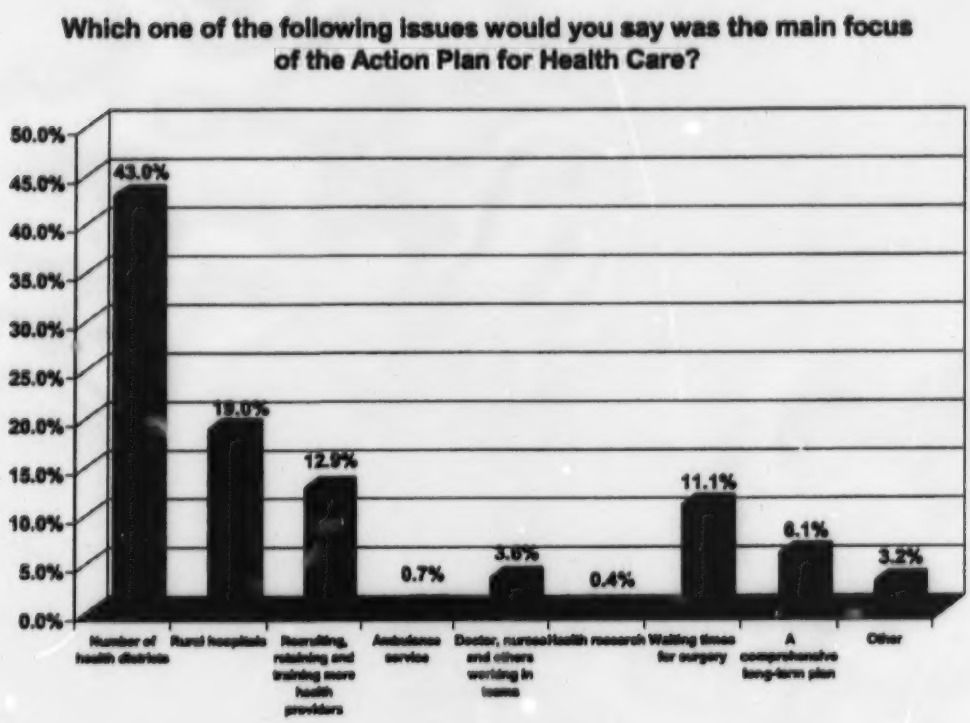
2. **Have you heard about the recently announced Action Plan for Saskatchewan Health Care?**

Have you heard about the recently announced Action Plan for Saskatchewan Health Care?

3. If yes, Where did you hear about this plan?

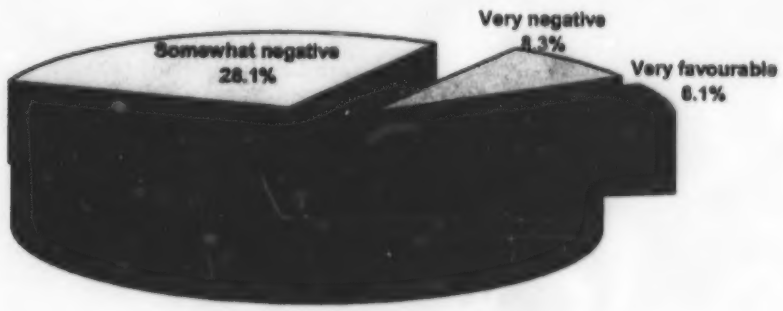


4. **If yes, Which one of the following issues would you say was the main focus of the Action Plan for Health care?**



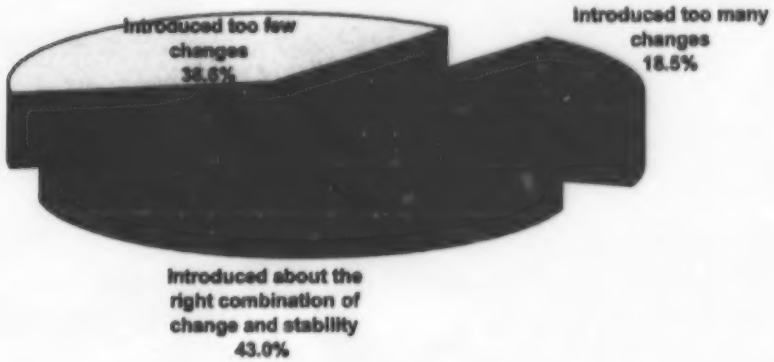
5. If yes, Thinking of the Action Plan for Health Care, would you say your overall impression is:

Thinking of the Action Plan for Health Care, would you say your overall impression is:

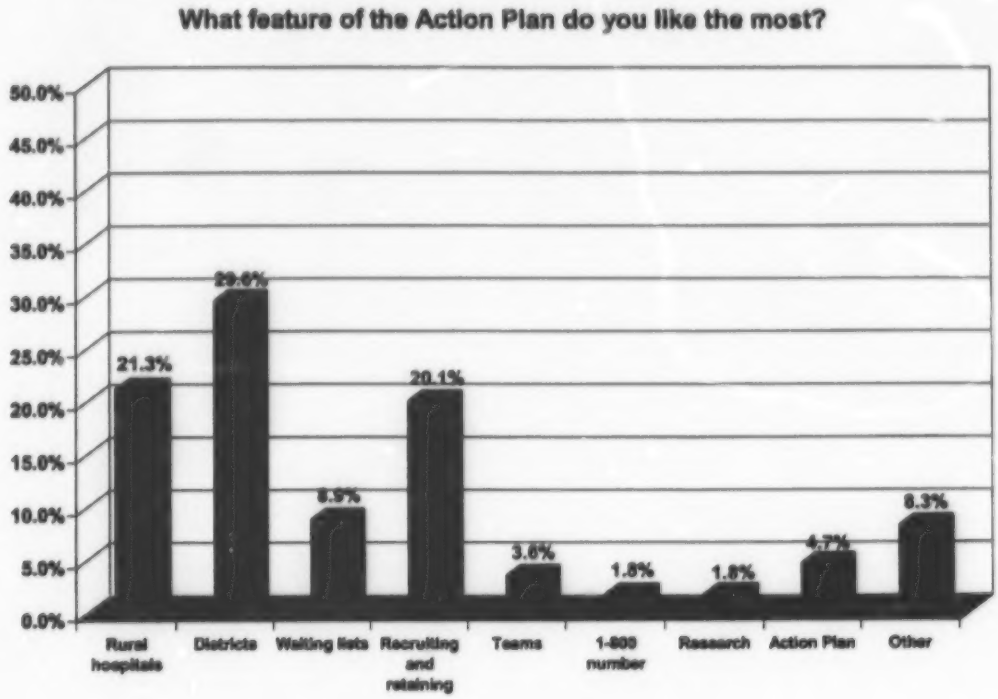


6. If yes, With respect to the need for change in health care, would you say the Action Plan for Health Care:

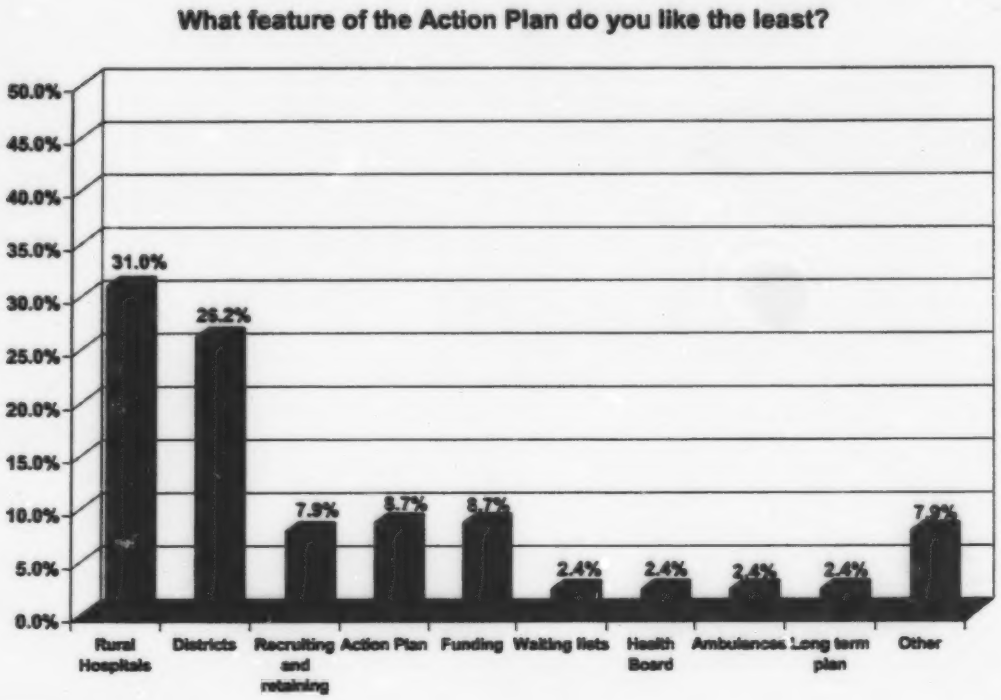
With respect to the need for change in health care, would you say the Action Plan for Health Care:


Introduced too few changes 38.6%
Introduced too many changes 18.5%
Introduced about the right combination of change and stability 43.0%

7. If yes, What feature of the Action Plan do you like the most?



8. If yes, What feature of the Action Plan do you like the least?

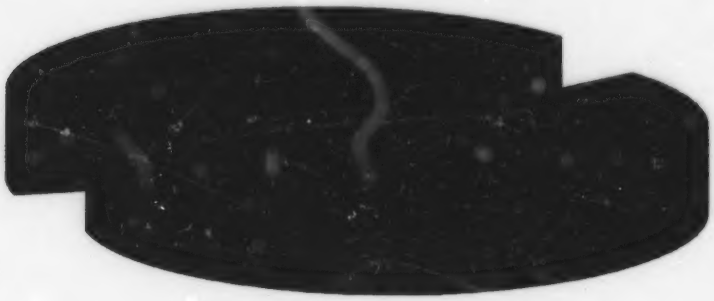


9. If yes, As a result of the Health Action Plan, has your recent view about the future of health services in Saskatchewan:

As a result of the Health Action Plan, has your recent view about the future of health services in Saskatchewan:

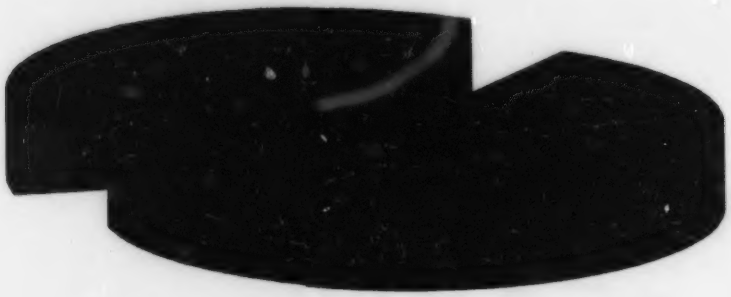
10. If yes, Do you recall receiving a printed summary of the Action Plan for Health Care in the mail recently?

Do you recall receiving a printed summary of the Action Plan for Health Care in the mail recently?



11. If yes, Have you read the summary?

Have you read the summary?



12. Over the next 10 years, do you expect health services in Saskatchewan will:

Over the next ten years, do you expect health services in Saskatchewan wil: